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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. SEPTEMBER, 1915. NUMBER 9.

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ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

Entered at the post-office at Detroit as second-class mail matter.
Copyright, 1915, by E. G. Swift.

Are You Making Enough Money?

Probably you are not. Very few druggists do.

Then send for a copy of **"The Druggist and His Profits,"** and find out how to make your business yield what it should.

About ten druggists out of twenty are just grubbing along and living from hand to mouth. Perhaps eight or nine more do fairly well, but in a hit-and-miss fashion.

The twentieth man conducts his store wisely; he knows what it costs him to do business; he knows what gross and net profits he must get in order to come out right at the end of the year. In short, he is on the job.

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It shows them how to discover the real facts about their profits and earnings, and then it tells them how to use these facts in the detailed and systematic improvement of their business.

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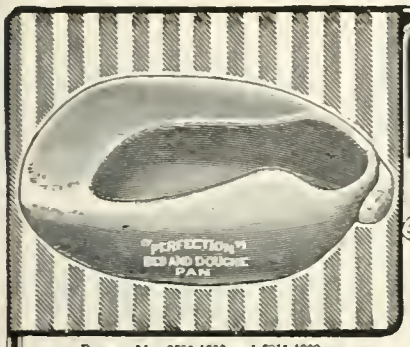

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THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

Patents No. 9583 1900 and 5811 1909

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Douhled.

Also Used in 2000 Hospitals in the United States

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

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Hospital and General Contracts, Ltd., 33 Mortimer St., London.
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May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
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Sangers, 42 Hampstead Road, London, N. W.
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Mottershead & Co., 7 Exchange St., Manchester.

Leeds.

Reynolds & Branson, 13 Briggate, Leeds.

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A. De St. Dalmas & Co., Leicester.

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J. L. Carter, 15 Market Head, Derby.

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Hospital Contractors' and Nurses' Outfitting Association, Southport.

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Martyn's Stores, Ltd., Wolverhampton.

Perth.

A. Ramsey, 128 South St., Perth.

York.

Bleasdale Ltd., 23 Colliergate, York.

Nottingham.

Boots Ltd., Station St., Nottingham.

Southampton.

Payne & Son, 48 High St., Southampton.

Wigan.

Brown & Co., 51 Mesnes St., Wigan.

Boston.

C. Skinner & Son, Boston.

Reading.

Watson Brothers, 13-15 Minster St., Reading.

Keighley.

W. Waddington, 128 South St., Keighley.

Bristol.

Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.

J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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Setting the Candy Business on its Head

Better Qualities
Better Profits
Better Service

These are three things that the Janson Company is prepared to guarantee the dealer. Each one spells increased income from your Candy Department, and the three combined means the addition of many dollars to your annual profits.

The Janson Company is composed entirely of practical Candy men who have had many years of experience in the business and have proved their ability by previous accomplishment.

Our organization has unlimited capital at its command, and we are prepared to carry to a successful termination any undertaking we commence.

Our factory is one of the largest in the world, and is undoubtedly the best equipped, most sanitary, and most efficient one in existence.

The Janson Line consists of about a dozen different packages in all, which retail for 80c and $1.00 per pound. They are so superior to anything you have hitherto had in your store that you can well afford to discard all other fine lines and push Janson goods to the limit.

Janson Candies are shipped by Express prepaid. We will not permit their freshness or fine flavor to be destroyed by prolonged stay in evil-smelling freight cars. We willingly bear this expense rather than have any doubt about them reaching you in perfect condition. This enables you to order in small quantities and keep your stock always perfectly fresh.

Notwithstanding the guaranteed superiority of Janson Candies our prices allow you a far greater profit than you make on any other line, and will enable you to make some real money in your Candy Department.

A postal Card addressed to us will bring you full particulars. Send it to-day, before you are tempted to place any fall orders elsewhere.

JANSON BALTIMORE

Chocolates and Bon-Bons

in sealed packages

The Janson Company, Inc.

700-720 E. Pratt Street, - - BALTIMORE, MD.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

"Crescent-Filler" Fully Depressed
Pen Empty

"Crescent-Filler" Partially Released
Pen Half Full

"Crescent-Filler" Completely Released
Pen Full

The Simplest Self-Filler of Them All

THE above sectional views show what a supremely simple device our "Crescent-Filler" is. All *one piece* —no springs, hinges or other complicated devices to operate. No hidden mechanism —it's all on the *outside* except the flat presser-bar.

You can take the "Crescent-Filler" entirely out of the pen barrel easily and then replace it. It is not fastened to the barrel in any way whatever. Can you do that with any other self-filler?

The "Crescent-Filler" allows *complete* compression of the ink reservoir—that means a pen *full of ink*, not part ink and part air bubbles.

Conklin's Self-Filling Fountain Pen

NON-LEAKABLE

is the only one that's stood the *acid test* of time—16 years on the market and over 1,000,000 satisfied users. After all, that's the only worth while proof. The others *may* be all right, but they are new as yet, they've not been put to the merciless test of TIME and HARD USAGE. The "Crescent-Filler" is *trouble-proof*—almost *fool-proof!* In fact it's so simple it can't go wrong—its satisfaction is a continual advertisement for you in the hands of your customers. Write for our Fall Dealer's Proposition.

The Conklin Pen Mfg. Co.

163 Conklin Building Toledo, Ohio, U. S. A.

IMPORTANT ANNOUNCEMENT

IN ADDITION to our present comprehensive line of Soda Fountains and Store Fixtures, we have decided to place at the disposal of the retail druggist a very high grade mahoganized Drug Fixture outfit, at a very low price, on most liberal terms, and which will embody features in material, construction, design, arrangement and finish unobtainable elsewhere at anything like the same price.

These Fixtures, being sectional, will be sold in separate units or complete outfits. When the various units are assembled, the completed whole loses all semblance of sectional construction, typifying the most modern application to Drug Store Fixture construction.

Purchasers of these Fixtures will have the advantage of low price, brought about by large quantity production; time payments, made possible by our adequate working capital; and satisfaction, due to our many years' experience in manufacturing high grade Store Fixture equipment.

This new Fixture equipment will be ready for distribution July 1, 1915. Purchases can be made direct or thru our distributors. Illustrations and full particulars will be sent upon request.

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Largest Builders and Distributors of High Grade

Soda Fountains thru Jobbers

Representatives in All Principal Cities

EVEREADY
FLASHLIGHTS

Big Profits for Dealers October 1 to 9.

The big drive in our National Advertising Campaign of education to the public will direct customers to dealers' windows October 1–9. Take advantage of this advertising to increase *your* profits by having a display of EVEREADY Flashlights in *your* window.

Get your share of the

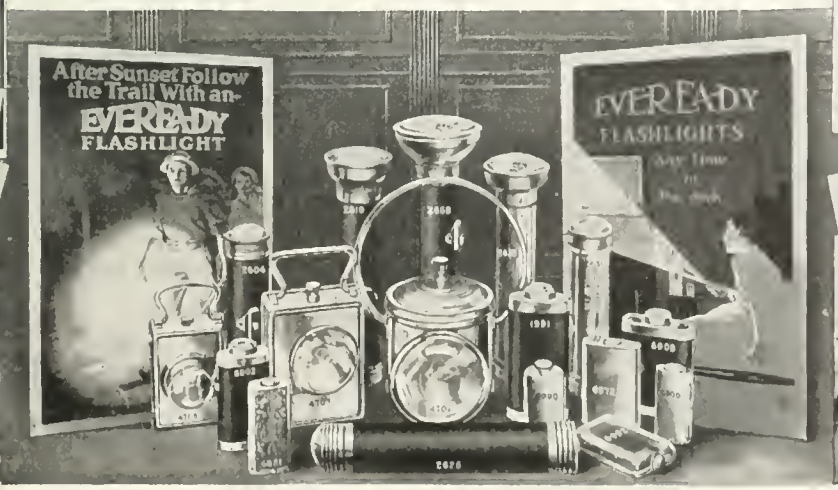
$4,000.00 in Prizes

which we are offering to dealers and clerks for window displays and clerk sales during this drive.

Remember—each EVEREADY flashlight you sell starts a steady stream of sales for Tungsten Batteries and Mazda Lamp Bulbs that the customer will need to keep his light in operation; you make a profit on these as well as on other things he buys each time he comes back. It's another renewal sales business like safety razor blades, camera films and phonograph records. It's the kind of business that comes easy and repeats.

Use the coupon for full information and sales helps. If you are not handling the EVEREADY line, let us tell you about our special introductory order.

AMERICAN EVER READY WORKS
of National Carbon Co.
Long Island City **New York**
Branches: Atlanta Chicago San Francisco
Canadian Factory:
Canadian Ever Ready Works of Canadian National Carbon Co., Limited, Toronto, Can.



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To Dealers:

Write name and address on margin of this advertisement and mail to us for complete information about dealers' and clerks' prizes. Also about trial order proposition.

THERE IS ONE DRUGGIST

in each town and city throughout the country who is anxious to go ahead of his competitors. He is wide awake enough to know the advantages of good advertising, and he will make every reasonable effort to secure it. Our aim is to find such a druggist in your community and help him grow. If you are THE MAN—mail the coupon at the bottom of this page without delay.

THE MANNING ADVERTISING SERVICE

BUILDS SECURELY FOR THE RETAIL DRUGGIST

The Manning Service is issued monthly in printed form and contains copy for every kind of advertising which the busy druggist is apt to need—

Newspaper Ads, Booklets, Circulars, Circular Letters, Letters to Physicians, Folders, Mailing Cards, Counter Slips, Signs, Parcel Post Ads, Own Remedy Ads, Illustrated Window Displays, and Picture Slide Advertising.

We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.

An Exclusive Advertising Service—$1.00 a Month.

The Manning Advertising Service is supplied Exclusively to one Druggist in a locality, and as all material in the Service is copyrighted there is no chance of work prepared by us being duplicated by your competitors.

The low price of One Dollar a month is made possible because we furnish the same Service to thousands of druggists in different localities.

If you were to employ the services of an experienced advertising writer to write especially for you all of the advertising copy included in the Monthly Service it would cost you not less than $60.00 a month.

Be original—be a leader in your community. Use up-to-date advertising. You have the opportunity of securing the Exclusive Use of the Manning Service for your locality if you act NOW.

TEAR OFF HERE AND MAIL TO-DAY .....

SPECIAL OFFER ORDER.

13 Months' Service $12.00

Manning Advertising Service,
St. Louis, Missouri.

Date.....

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR and thereafter until notified to discontinue.

A condition of this order is that I am/we are to receive the September, 1915, issue of the Service FREE. For this Advertising Service I/we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly from October First, 1915.

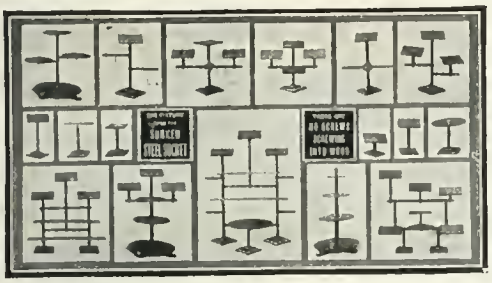
NAME ..... STREET .....

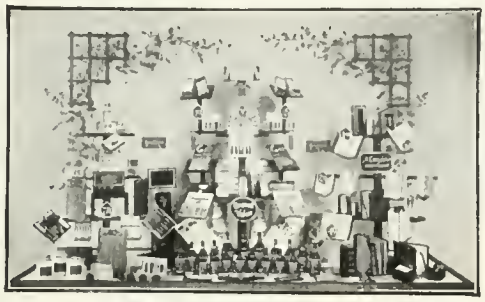
TOWN ..... STATE .....

NOTE: Discount for Advance Payments—5% for 6 Mos.—10% for 12 Mos.

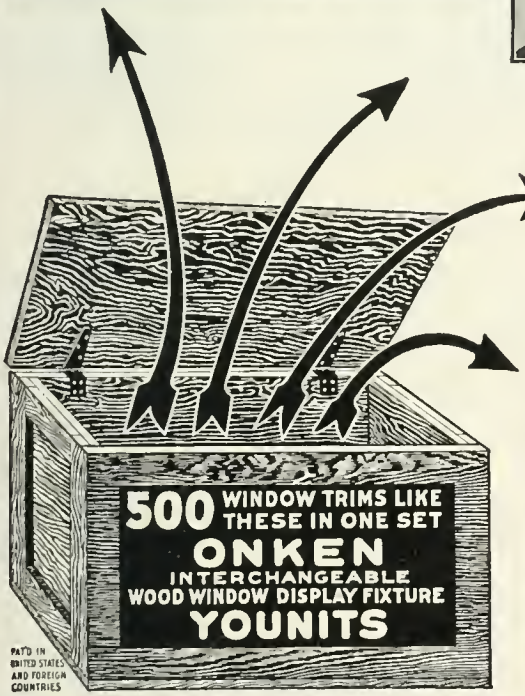
Onken Improved and Reconstructed Younits

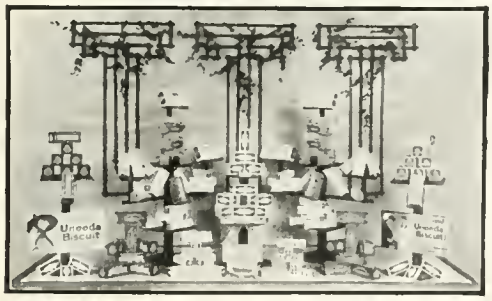
Besides These 4 Window Trims There are 496 More in This SET of Drug Store Fixtures





Full Set
No. 105
$25





The Storage Chest. The 152 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

——This Means Each Trim Costs You About 5 cents Each.

——This Also Means That This Set of Display Fixtures Will Last 10 Years. We Guarantee This Since the **ONKEN** Interchangeable **YOUNITS** Have Been Very Much Improved and Reconstructed.

They Are Now Made With "No Screws Screwing Into Wood."

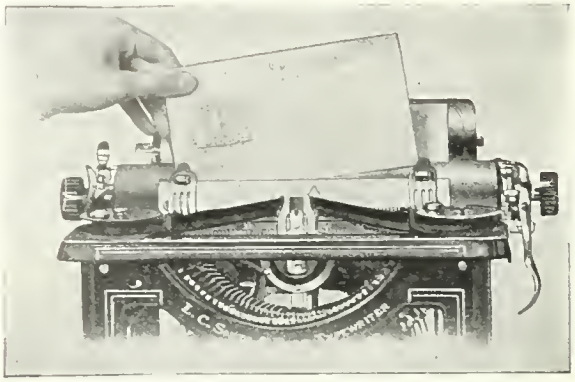
Catalogue on Request

The Oscar Onken Co. *2121 Fourth Ave.* *Cincinnati, Ohio*

Address all Correspondence to Cincinnati.

Stock Carried in Cincinnati, New York, San Francisco, Canada, England and Australia.

Order Through Your Jobber or Direct—Immediate Shipment



"FRONT FEEDING" ENVELOPES.

SHORT CUTS THAT SAVE TIME

If there are a large number of envelopes to be addressed, let the operator try the "front feed" method on the L. C. Smith & Bros. typewriter. A sheet of paper is inserted as shown in the illustration, then the envelope is placed back of it and the platen is turned *toward* the operator to the writing point. The envelope is then addressed in the ordinary manner.

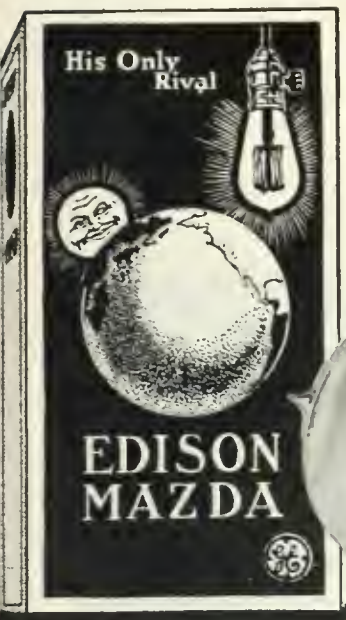
Our new booklet "A Lesson in Operating" tells about this and other time-saving features. It will be mailed with no charge if you ask for it.

L. C. SMITH & BROS. TYPEWRITER CO.

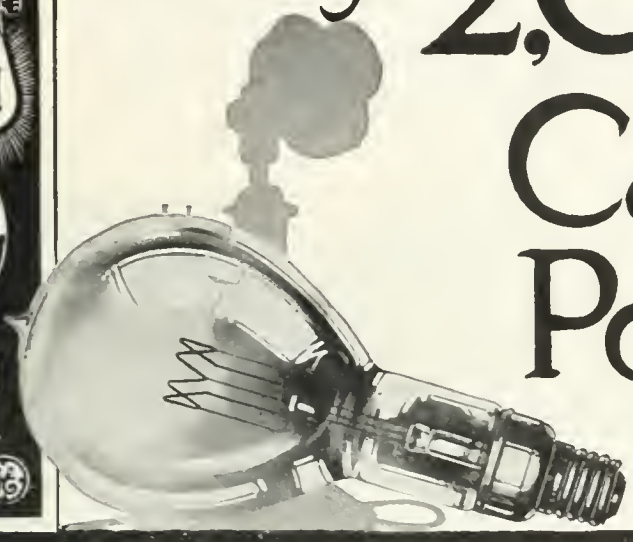
Factory and Home Office,

SYRACUSE, - - N. Y.

Branches in all principal cities.



Nearly 2,000 Candle Power-



Greater efficiency and greater economy

So rapid have been the advances in incandescent lamps that some managers and owners do not quite appreciate the remarkable current economy of the newest lamps, the gas-filled or EDISON MAZDA C lamps.

They are four to six times as efficient as old style, 16 candle-power, carbon lamps. Moreover their metal filaments are fully as sturdy as carbon filaments.

EDISON MAZDA C lamps are at once the most powerful and the most efficient lamps we have ever produced in all our 36 years' experience in the manufacture of over five hundred million lamps.

Wherever you need single units, ranging in candle-power from 125 to nearly 2000, you can save money by installing these powerful lamps. Buy through the usual channels or write us for any further data. Our lighting engineers will be glad to give the benefit of their broad experience on any of your lighting problems.

EDISON
MAZDA
C
LAMPS
(Gas-filled)
Made in U. S. A. and backed by MAZDA Service

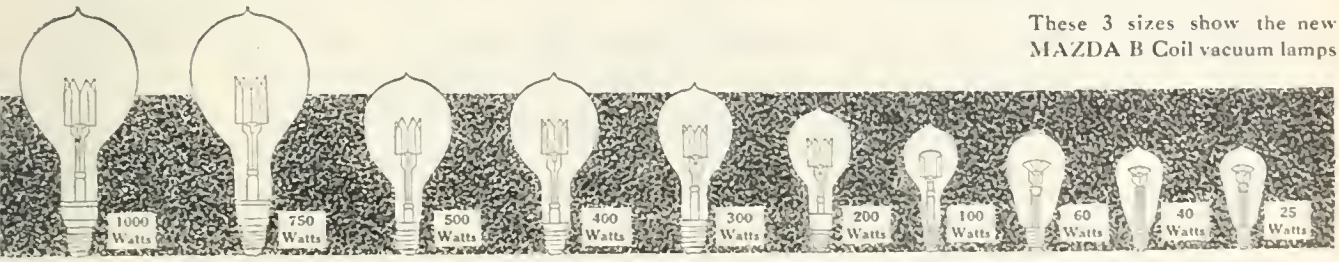
His Only Rival

This symbol on all Edison Mazda Cartons

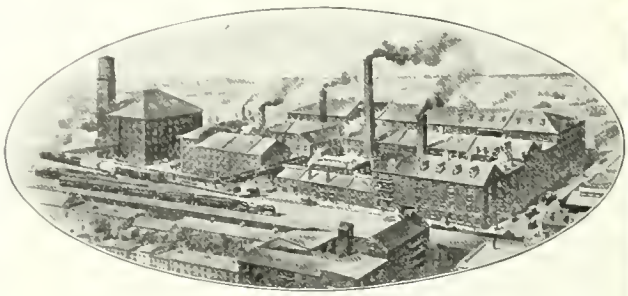
EDISON LAMP WORKS
OF GENERAL ELECTRIC COMPANY
General Sales Office, Harrison, N.J.
Agencies Everywhere

Guarantee of Excellence on Goods Electrical

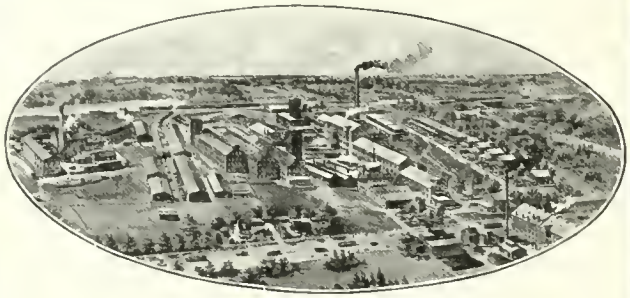
A size for every purpose and a lamp for every lighting need



These 3 sizes show the new MAZDA B Coil vacuum lamps



NINTH AND PARRISH STREETS LABORATORIES
PHILADELPHIA



FALLS OF SCHUYLKILL LABORATORIES
PHILADELPHIA

35th AND MOORE STREETS LABORATORIES
PHILADELPHIA

P-W-R

CODEINE

QUININE SULPHATE

MORPHINE SULPHATE

BISMUTH SUBNITRATE

POTASSIUM IODIDE

STRYCHNINE

ACID CITRIC

A FULL LINE OF

CHEMICALS

MEDICINAL PHOTOGRAPHIC TECHNICAL

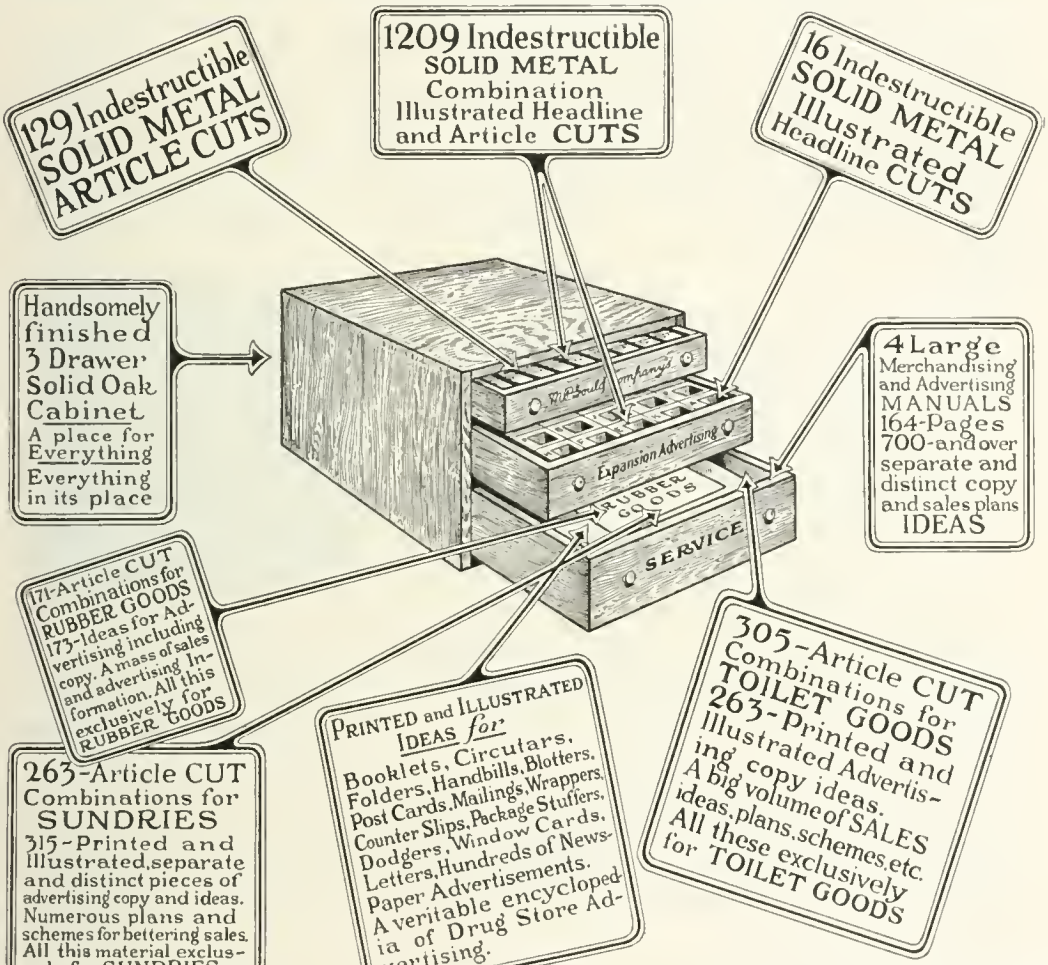
SPECIFY

"P-W-R ORIGINAL PACKAGES"

Powers-Weightman-Rosengarten Co.

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention


129 Indestructible SOLID METAL ARTICLE CUTS
1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS
16 Indestructible SOLID METAL Illustrated Headline CUTS
Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place
4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS
171-Article CUT Combinations for RUBBER GOODS 173-Ideas for Advertising including copy. A mass of sales and advertising Information. All this exclusively for RUBBER GOODS
263-Article CUT Combinations for SUNDRIES 315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.
PRINTED and ILLUSTRATED IDEAS for Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.
305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS
Expansion Advertising
RUBBER GOODS
SERVICE

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company

120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once →

Above Solid Oak Cabinet FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____

Street _____

City _____ State _____

B.P Sept.

Every practitioner of medicine has use for this soap.

GERMICIDAL SOAP (McCLINTOCK) is one of the most powerful and efficient antiseptics and disinfectants known. A 1:5000 solution of it will destroy pus-producing organisms in less than five minutes, whereas a solution of mercuric chloride requires more than fifteen minutes to accomplish the same result.

Germicidal Soap (McClintock) is of the utmost value

IN SURGERY;
IN GYNECOLOGY AND OBSTETRICS;
IN GENERAL PRACTICE.

Germicidal Soap (McClintock) is recommended by physicians for cleansing minor wounds, as a deodorant in offensive perspiration, for cleansing the scalp and checking dandruff. It is also used as a shaving soap by persons with chronic inflammation of the hair-follicles, in the treatment of acne and boils to prevent a spread of the infection, for venereal prophylaxis (as a disinfectant wash), for the preparation of vaginal douches, for the destruction of lice and fleas on household pets.

Germicidal Soap, 2%: large cakes, one in a box.
Germicidal Soap, Mild, 1%: large cakes, one in a box; small cakes, five in a box.
Germicidal Soap, Soft, 1%: collapsible tubes.
Germicidal Soap, Surgical, 1%: cylindrical sticks, each in a nickel-plated case.

We are bringing **Germicidal Soap (McClintock)** to the attention of the entire medical profession of America. Stock the soap.

Home Offices and Laboratories,
Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

Proclaimed–

THE BEST EVER!

At our mid-year convention we had as our guests, Representatives of the leading trade papers, Retail Merchants who had employed Booster Club Methods, and the Advertising Managers of some of the best known factories of the Country.

These men to the last one agreed that in the Booster Club Campaign the retail merchant has the most powerful weapon with which to fight the Mail Order Houses, the rising cost of doing business, and the growing desire to trade in near-by towns.

Such men as Julius Wunder of Maryville, Kansas, told us how we had given him an increase of $16,000 in cash sales under the worst weather conditions ever experienced in Kansas.

John Boyer of Farina, Ill., told how with a Booster Club Campaign he had cleaned up a lop-sided stock, placed his business on a cash basis, and in less than a year had become the leading merchant of his town.

Then the Personal Service men, the Organizers, demonstrated how our new plan is started and why. This proved to visiting merchants that there was none other in the market with which to compare this plan.

Big Advertising men voiced their enthusiastic approval—and now, if you want a plan that has undergone the closest scrutiny of the best Advertising Brains of the country—one that has their approval—Write us at once for information.

Practical Advertising Co. (Inc.)

SPRINGFIELD, - ILLINOIS.

PRACTICAL ADVERTISING CO.,
Springfield, Ill.

Kindly send us at once full information about the "Booster Club Campaign." Also mail us copy of the "Booster Journal" and your booklet, "How to be a Good Booster."

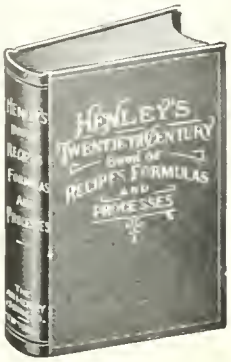
We will be glad to know how to increase our customers —our sales. We want to make friends for our store.

Name.....

Town..... State.....

B.P.8,15

You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
Veterinary Formulas
Fertilizing Recipes
Bleaching Recipes
Etching and Engraving Recipes
Recipes for Glass Making
Paper Making Recipes
Recipes for Ointments
Mirror Making Formulas
Paint Making Formulas
Gilding Recipes
Galvanizing Recipes
Bronzing Recipes
Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
Cleaning Processes
Soap Making
Leather and its Preparations
Recipes for Alloys
Recipes for Solder
Photographic Formulas
Shoe Dressing Recipes
Stove Blacking Recipes
Rust Preventive Recipes
Recipes for Lubricants
Recipes for Oils
Recipes for Dyes, Colors and Pigments
Recipes for Dryers
Ink Recipes
Recipes for Artificial Gem Making
Jeweler's and Watchmaker's Recipes
Household Formulas
Waterproofing Recipes
Fireproofing Recipes
Recipes for Cements, Glues, Mucilages
Fireworks Recipes
Recipes for Eradicators
Alcohol and its Uses
Recipes for Essences and Extracts
Dentifrice Recipes
Cosmetic Recipes
Perfume Recipes
Tanning Recipes
Metallurgical Formulas
Hair Restorers
Depilatories

And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

HERE ARE SOME THINGS the

UNDERWOOD
Druggists' Special

Is doing for thousands of others
and will do for you:

Write your labels, large and small.
Do your bill and charge work.
Type your correspondence.
Your store is not complete without the

UNDERWOOD

"The Machine You Will Eventually Buy"

Hydrogen Peroxide, P. D. & Co. or Cheap Peroxide—Which?

WHEN you get a call for peroxide, do you offer your customer a cheap product at a cheap price, or the best peroxide that can possibly be produced—Parke, Davis & Co.'s Hydrogen Peroxide?

Our hydrogen peroxide is a pure, dependable peroxide. It is full strength. It is as stable as is possible to a product of its nature. It is the best peroxide that we know how to make, and we have had forty-five years' experience in chemical and pharmaceutical manufacture.

Showing the new metal cap.

Hydrogen Peroxide, P. D. & Co., means satisfied customers. It means a legitimate profit. Your patrons will willingly pay a reasonable price when they know that they are getting a product of the highest grade. Why push peroxide of questionable strength and purity? Why descend to the level of cheap competition?

Pint, ½-pint, ¼-pint, 5-pint and gallon bottles.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices 50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer, mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

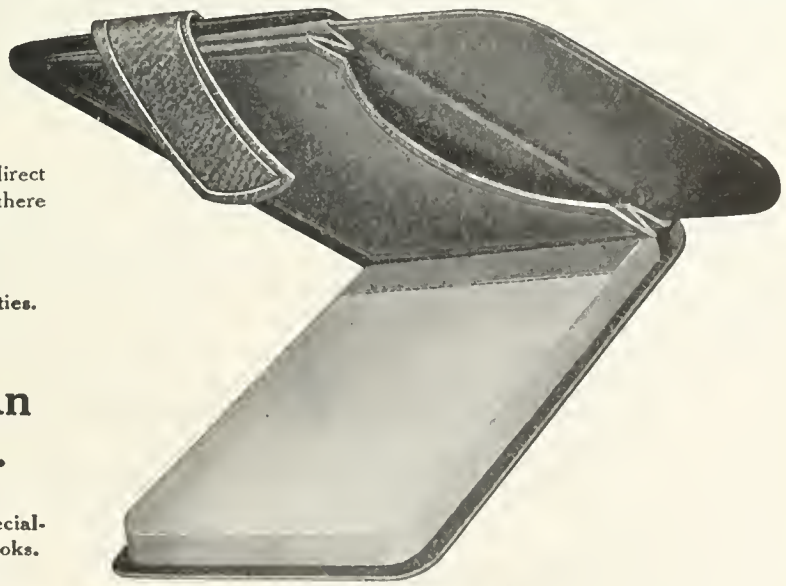
For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

Milwaukee, - Wis.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

THE manufacturing or retail druggist who proposes to figure his advertising outlay and the results produced in two columns and then balance the account is trying to do the impossible.

The big, vital difference between The "Sperry" System of advertising service and other methods, lies in the fact that it does produce, day in and day out, and has produced for the past 18 years, positive proof of a 90 per cent efficiency average.

With "S. H." stamps you are offering the most popular of all extra inducements with individual sales, and a **Hamilton** Coupon in the package insures the customer's selection of your product.

We are the only organization in the world that can give our subscribers the advantage of an immediate hold on the national or local market. That is to say, no matter where your store is located or your product distributed, our service offers the strongest reason in the world for the consumer to prefer your goods.

Under the specification "Means and Methods of Advertising" the superior jury of the Panama-Pacific International Exposition has awarded a Silver Medal, the highest honor conferred, to The Sperry & Hutchinson Company and The Hamilton Corporation—an international endorsement of The "Sperry" System.

On a word from you we will gladly mail you "The Business Builder," giving you a comprehensive outline of our service, and with it the August-September number of the New National Monthly ***"The Sperry Magazine,"*** which carries its own message to the woman-who-buys.

The Sperry & Hutchinson Co.
The Hamilton Corporation

Geo. B. Caldwell, President

2 West 45th Street, NEW YORK CITY.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., SEPTEMBER, 1915. No. 9.

THE
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ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

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United States and Mexico, - - $1.00 per year
Foreign countries, - - - - 1.50 per year

FOREIGN OFFICES:
WALKERVILLE, ONT., CAN.
378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:
EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

All business letters should be addressed:
PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

TWO MORE HARRISON LAW RULINGS.

During the month but two Treasury Decisions relating to the Harrison law have been added to the already formidable list. One is to the effect that a registered dealer may designate some one person to sign orders for narcotics for him during his absence, but that the one person so designated must have power of attorney conferred upon him, and that an authenticated statement of the conferring of this power of attorney must be filed with the local revenue collector. In other words, one particular clerk must, for this purpose, be designated the legal representative of the person who signed the application for registration. No other clerk can sign an order for narcotics.

The other ruling instructs what must be done in case an order blank is lost after it has been signed. The person writing such an order is required to make out a new one in order to get the goods; also to attach an affidavit to the duplicate of the first order, setting forth that the goods were not received. In case the first order subsequently turns up, the manufacturer or wholesaler should return it to the person who made it, with the words "Not accepted" marked across its face, and it should be attached to its duplicate and the affidavit, both of which are already on file.

* * *

THE NEW OHIO PREREQUISITE LAW.

After July 1, 1917, candidates appearing before the Ohio Board for full registration must be college graduates. More than that, the college from which the applicant has been graduated must measure up to certain specific requirements, these being that it must admit as students only those passed by an "entrance examiner," that it must conduct a two-year course covering not less than 30 weeks, each yearly course comprising at least 250 hours of classroom instruction and 350 hours of laboratory work, and that its course must not fall short of the work outlined in the 1913 Pharmaceutical Syllabus.

The qualifications as well as the duties of the "entrance examiner" are strictly defined. He must have the degree of bachelor of arts or bachelor of science, and must not be connected in any way with a school of pharmacy. His duties consist in part of seeing that colleges do not admit students who have not had two years of high-school work, or who do not pass an examination in branches covering the same ground.

The law says an applicant for registration must have had at least two years of practical experience in a drug store, and have spent two years in college. It is provided, however, that additional years in college may be subtracted from the years of experience required. Thus, it would seem, it is possible to become registered in Ohio without any active drug-store experience whatever.

THE FUTURE AND THE WAR TAX. The sales manager of a prominent manufacturing house interested particularly in toilet articles calls attention to the likelihood of the Emergency War Tax measure being reënacted by the next Congress. "The druggists of America will probably be called on to pay several millions of dollars in extra taxes next year," he says.

It is pointed out that last year proprietary remedies were exempted and toilet articles were taxed, but that there is no warrant that the measure may not be made comprehensively inclusive this year. Attention is called to the fact, too, that it is unjust to expect the manufacturer to bear the entire burden.

In view of the menace, which is but a little way ahead, two suggestions are offered. Druggists, both through personal influence and through their organizations, should exert every effort to the end that those industries which profit by war conditions shall bear their proportionate share of the tax, instead of escaping entirely; and, secondly, the trade should see to it that the new Act is so phrased that it will not be difficult to pass such tax as may be levied on drug-store articles along to the consumer, where it belongs, as they do in Canada.

The issue, it is sanely stated, is a vital one.

* * *

THE STATUS OF NOVOCAIN. Ever since Treasury Decision No. 2194 was issued by the Department at Washington the American manufacturers of novocain have objected strenuously to its intent. This decision, it will be remembered, was known as the "synthetic ruling," and aimed to place a number of synthetic local anesthetics under the ban of the Harrison law, novocain, perhaps, being the best example of the class of drugs it was the intention to embrace.

The manufacturers, the Farbwerke-Hoechst Co., Ex-Congressman Herman A. Metz, president, contend that novocain is not a habit-forming drug, and that it was not the intention of Congress that it, and similar substances, should be listed in the narcotic class under the Federal act. To the end that the matter might be definitely settled, a test suit was arranged, but the officials, at the last moment, declined to take the case into the courts. The company then paid the Federal tax of $1, under protest, and sued to recover the fee on the ground that it did not handle any of the products coming under the Harrison law.

A decision in favor of the Farbwerke-Hoechst Co.—and such a decision is looked for—will render the Federal ruling of no significance whatever, and will relieve novocain and other similar synthetic drugs of the odium of being placed in bad company.

* * *

AN AUTOMATIC SERVICE SYSTEM. As an illustration of system reduced to its ultimate, how is this, clipped from Wilhelm Bodemann's "Aphorisms" in the *Practical Druggist?* "A short time ago John Blocki rounded out three score and ten, with a perennial double-barreled smile, and the Chicago Veteran Druggists' Association Round Table smole with him. Everybody wanted to toast him, for he is the man who has the birthday congratulatory letters to the members in hand, and to him they owe the fact that their birthday is remembered by somebody. John has this function down pat; his system is marvelous; it's the Whelpley system of card index; and so faithfully does John tend to business that he automatically writes a letter of congratulation to himself when his card index points to June 15, and his system is so automatically interlocking that he writes another letter to himself, thanking the C. V. D. A. corresponding secretary for his courtesy. Doc Whelpley, can you beat it?"

* * *

PHARMACY AS A VOCATIONAL BRANCH. What may be taken to be a new departure in the process of imparting pharmaceutical education is under consideration by those having in charge Detroit's public school system. It is proposed to make pharmacy a sort of adjunct to a high-school course, and to teach it in a high-school building.

We have in Detroit what is familiarly known as the "Cass Technical High," at which vocational training may become a part of a course. A student may progress to a certain point in his high-school studies and then may take up "electricity," for instance. It is now planned to make pharmacy one of these vocational branches.

Teachers in the different branches are to be added to the staff, and a significant feature is that there will be no tuition fee. At least

two years of high-school work is to be required as a preliminary, and Conference requirements are to be fully met by giving 1300 hours of pharmacy work, thus placing the school in the "recognized" class. It is pointed out that young men who desire to become pharmacists will thus have the way made clear for them, and that they may take up their studies without additional expense. The experiment will be watched with an unusual degree of interest.

* * *

WHEN AN ASSISTANT MAY ACT. The rights of a qualified assistant often constitute a topic for discussion. Just to what extent can a registered assistant be left alone in the store? So far as the State of Pennsylvania is concerned the issue has been met by the Board of Pharmacy, which included in its annual report a clearly-defined set of boundary lines. According to the Pennsylvania Board, a qualified assistant "may have charge of a retail drug store while the regularly employed registered pharmacist or manager goes to his meals, or takes an evening or a day off." And that's the extent of it. It is specifically stated that an assistant "does not have authority to have charge of a drug store carried on by a registered pharmacist engaged also in other business requiring more or less of his time and attention."

No doubt the laws in the different States could not escape a similar interpretation.

* * *

CHANGES IN VIRGINIA. Dating the change at the time of the regular quarterly meeting in July, the Virginia Board of Pharmacy inaugurated a few modifications in its method of conducting examinations. Hereafter examinations will be held two days—on the third Tuesdays and Wednesdays of January, April, July, and October. The forenoon of the first day will be devoted to theoretical pharmacy, the afternoon to botany and materia medica; while on Wednesday forenoon there will be practical work, and chemistry will be taken up in the afternoon. In the theoretical branches candidates must secure a general average of not less than 75 per cent, and the marking cannot fall below 60 per cent in any one branch. In practical work a marking of 75 per cent is required.

THE PRELIMINARY TO BE DISCONTINUED. The Michigan State Board of Pharmacy has adopted the rule, which goes into effect in June, 1916, that candidates for examination must present evidence from the proper school authorities showing that they have passed an examination equivalent to that of the tenth grade. This means two years of high-school work. As a logical consequence, after the June meeting, next year, the Board will not conduct a preliminary examination of candidates. This decision is in keeping with the tendency of the times to raise the standard of requirements.

* * *

Tobacco, a journal devoted to the interests of cigar and tobacco dealers, calls attention editorially to the fact that package candy is very rapidly becoming a part of the stock of cigar stores. A subscriber informed the journal in question that he had called on twenty-seven retail cigar dealers in a single day recently, and that eighteen of them, or 66 per cent, were selling candy as a side-line.

* * *

The Internal Revenue office asked every druggist in the seventh district, Pennsylvania, to make an accounting of the narcotics bought within a stated perod, the demand, it is reported, being brought about by the fact that a number of druggists were filling prescriptions for dope fiends. This is the first instance of this kind that has been brought to our attention, and it shows the necessity of keeping accurate records.

* * *

An order has been issued by the Postmaster-General increasing the size of packages which may be sent by parcel post. A combined length and girth of 84 inches is now permissible, against the old limit of 72 inches. This new size will permit the mailing of fruit and berry crates, it is stated.

* * *

Mrs. Gertrude Fargo Gregory, wife of Dr. Willis G. Gregory, Dean of the Buffalo College of Pharmacy, died July 23. Besides her husband, Mrs. Gregory is survived by a daughter and a son.

* * *

National Cigar Day is to be celebrated Saturday, October 16.

EDITORIAL

THERE ARE THOSE WHO OBJECT.

The BULLETIN occasionally gets a letter which reads, in essence, somewhat like this:

"You give me a pain in the stomach. You sit down in a fine upholstered office-chair, put your two big feet on a mahogany desk, light a three-for-a-half-a-dollar, and dictate a tirade to a blond-headed stenographer on how I ought to run my business. You tell me my net ought to be 10 per cent, my gross 30 to 40, and my expenses 20 to 30, and you tell me I'm a knock-kneed chump if I can't juggle these figures out of the record.

"You just ought to run a drug store once yourself, gol darn ye! Then you'd see what we're up against. A druggist is merely a creature of circumstance. He has got to please his customers, or he'll lose them. And he's got to charge for his goods what his competitors do, or he'll soon be so far up Salt Creek that he couldn't get back in a Taube. So, as I said in the beginning, you make me sick!"

To begin with, we want to deny the gentle impeachment that we ever attempt to tell a man how to run his business. That isn't our office. We do try to offer helpful suggestions —and our files are jammed with letters showing that we succeed, for all of which we are duly thankful.

What arouses the ire of the critical correspondent is almost invariably our "Profits and Earnings" department. When we say that a business ought to yield a certain percentage in gross and net profits, and that the expense of doing business ought not to exceed a certain figure, some men see red. There was a time when they saw scarlet, but it's merely red now. For we were pioneers in making these statements. We began nearly fifteen years ago.

Also, on numerous occasions we have said that a druggist ought to take an inventory once a year. And we still stick to it, repeating it here: he should. Nevertheless thousands of druggists do not take an inventory. They reason "What's the use? I'm here. I've got to stay here. I'm making money. So—well, it's too much trouble!"

Now all that we have ever aimed to do along these lines is to show how a business may be analyzed. After a year has gone by, why should not a druggist know what he has done? Would it not seem that he would be curious to know? Merely glancing at his bank-book won't enlighten him much. A balance taken from an ordinary set of books won't tell the tale. It may show him his financial standing as an individual, but it will not give him *accurately* his gross and net profits, either in figures or percentages, nor will such a balance assist him much in inaugurating reforms, if he feels a few changes in policy are necessary or even desirable, for he won't know where to begin.

On the other hand, an annual analysis brings out the necessary points with unmistakable clearness. Standards are known; they have been gradually worked out. We know that the average drug store's expense is 25 per cent of sales; that the gross profit is around 35 per cent of sales, and that the average net profit, therefore, is 10 per cent of sales.

An analysis cannot be made with any degree of accuracy unless an inventory is taken —hence the importance of the inventory.

And to show how these analyses may be made and the use to which they may be put is the mission of our "Profits and Earnings" department: just that and nothing more. We have no desire whatever to step into a man's store and tell him how to run his business. That is his affair, pure and simple. We want to be of what assistance we can, but we do not want to make ourselves obnoxious.

It is not true that the successful business man is a creature of circumstance. He does not merely drift along, permitting customers and competitors to shape his policy and regulate his profits—not altogether. Both customers and competitors are considered, of course; but he *directs* his business. His mind is the controlling force, the dominating influence, always.

And if an analysis of his business shows his gross profit to be too low, he charges more for his goods. If it shows his expenses to be too high, he cuts them down. And he gets away with it in both instances. Viewed broadly, it is the unsuccessful man who does not dare to do these things.

A great many business men are so constructed that they can never be successful in a big way. They are circumscribed by their own limitations; and it may be that it is best for merchants in this class to drift cautiously,

rather than take a decided stand. We shall not undertake to say. We merely supply the information. It may be acted upon or not; choice is entirely optional.

Quite a number of those who write to us in the vein above indicated do not sign their names. Let what has been said herein serve as a general response.

IS AN ANNUAL INVENTORY NECESSARY?

A retail druggist who sold his store the other day dropped into the BULLETIN office to talk it over. Some of the things he had to tell us about his inventory were rather interesting.

Like many druggists, he had not troubled during his five years of business to take stock. He thought, as most men lazily do, that his investment remained about the same from year to year.

He had started with a $5000 stock. He supposed that was what he had now. But just to make sure he thought he would take an inventory. What did he find? He discovered that he had $7300 worth of stock in the store!

"And yet," he said, "if the man who has bought the store had given me a check for $5000 on the date the purchase was made I would have accepted it gladly!"

Here is a man who actually made $2300 by the little trouble of taking an inventory, and yet druggists persist in believing inventories are not essential! By turning himself and his clerks at the task it only took him two days to put down the items, and then he made the extensions at his leisure later on. The last portion of the task required odds and ends of time during about ten days.

After he had completed the work he discovered here in town that there are two ways of lightening the burden of inventory taking. One of the local jobbing houses offered to take the complete job off his hands for one per cent of the investment. In other words, the job could have been done for seventy-three dollars, and we pass this suggestion along for the benefit of druggists in other towns who may be able to make similar arrangements with their jobbing houses. Some of the jobbers do the work as a convenience to their customers, and they turn in a staff of trained men who know prices from A to Z, and with whom the task is an easy one.

Our friend also discovered, in the second place, that after listing all the items himself, and putting down also the quantity costs, the extensions would have been computed and made for him by one of the comptometer companies in town. They offered to do it for thirty dollars.

Leaving this phase of the subject, and returning to the great fluctuations in stock discovered in this single instance, we may say it is no more startling than other cases that have been cited in the BULLETIN from time to time for a number of years past. Within a week a druggist over in Toronto has written us that last year his stock increased from $2500 to $3700, and he was perfectly astonished to make this discovery.

Does it pay to take inventory? Well—does it?

HOW'S THIS FOR A STATE BOARD QUESTION?

The following question was recently asked candidates for registration by one of the State boards of pharmacy in the country:

> If two persons weigh the same and one is Obese and the other Fleshy, which is the healthier of the two? (b) What is the difference between a Fleshy and Obese person? (c) What are the causes of Obesity?

Going some, isn't it?

The American Medico-Pharmaceutical League has decided to put a journal into the field, which shall be known as the "Medico-Pharmaceutical Digest," and which shall be the official organ of the League. Dr. Brose Horn, of Gas City, Ind., has been chosen editor, and publication headquarters will be maintained in Chicago, under the direction of P. A. Mandabach.

The student-body of the College of Pharmacy of the University of Minnesota has for some years been made up almost wholly of high-school graduates, regardless of the fact that high-school graduation has not been an inflexible requirement. It is now announced, however, that high-school training or its equivalent has been made a definite entrance requirement.

PROFITS AND EARNINGS

THE QUESTION OF SALARY.

From John J. Seiberz, of Louisville, ex-president of the Retail Druggists' Association of that city, we have recently received the following letter, and it bears interestingly on one difficult point:

Some four weeks ago I bought a copy of your book entitled "The Druggist and His Profits." I have just finished reading it once, and intend to read it over again.

I want to say that I do not see how any druggist can be without this most valuable—I should have said, indispensable—book, since the contents are so plain and a great deal of it just what I have wanted to see in print for a long time.

If every druggist had this book there would be fewer "holes in the wall" than we now have, and more prosperous men in the profession.

To make the whole story short, this book is as necessary to the retail druggist as his Pharmacopœia. If every druggist had one it would be better for all concerned.

There is only one thing that is not quite clear to me, and that is the question of the proprietor's salary. You say that a druggist should make from 10% to 13% clear. I agree to this, but in my estimation it depends considerably on what salary the proprietor allows himself. The more salary he allows himself, the smaller his net profits, which in the end would mean that the man making the smaller net profit would be making as much clear as the man with the large net profit because the latter did not allow himself the right amount of salary.

This salary for the proprietor I think means a great deal, as some druggists allow themselves hardly any, and that means a large net profit, whereas some draw a large salary and that cuts down the net profit. It seems to me that there ought to be some stipulated sum for this item, and then there would not be so many differences in net profits.

I assure you that I appreciate your book very much; in fact, I sometimes feel that I could sell a copy to every druggist that I come in contact with.

There isn't any doubt at all that the disparity in figures on this question of proprietor's salary does modify very materially the average percentage of expense, and therefore the percentage of net profit. And yet it would be difficult if not impossible to standardize the item.

Businesses vary in size, and salaries are greater in the city than in the country. The only rule is to put down about what you would have to pay an equally good manager to take your place, and after all there ought not to be a very great difference of opinion over what this amount should be.

It would certainly be most unwise to live rather handsomely yourself, and then adopt the easy method of charging all of your living expenses up to your salary as proprietor and manager. If your living expenses are considerably above what a fair salary should be, then simply put your salary in at the normal figure in the expense account, and take the remainder of the money out of your net profits or anywhere else that you can find it.

Salaries run generally from $900 to $1000 for a $10,000 or $12,000 business to $2000 or $3000 for a store with a business of $30,000 or $40,000 a year. As a rule, the larger the business, the smaller the salary percentage, and in fact all overhead expenses are uniformly smaller in ratio with a large business. That is one reason why the big fellow can undersell the small dealers.

One other point about Mr. Seiberz's letter: He says the druggist who pays himself a disproportionately large salary would apparently be making too little in the way of net profit. Well, if he is allowing himself very much beyond what he would have to pay an equally good manager, he certainly is committing an error in accounting. However, a nice check on this question of net profit is represented by the "total income from the business." This item represents the net profits plus the proprietor's salary; and it tells the whole story absolutely. It discloses at once what the entire net yield from the business is, including the proprietor's own salary, and it is the most useful figure a man can possibly arrive at in this attempt to analyze his business. There can be no uncertainty about it. The facts are plain. If one man extracts a total yield of $2000 from a $10,000 business, say, and another man can make only $1500, the comparison is exact at all points, and the second man is failing by precisely $500 to do what the first man succeeds in accomplishing.

LOST: THREE THOUSAND DOLLARS!

An Iowa druggist writes as follows:

I am sending you a statement of my business according to the method outlined in Mr. Mason's new book entitled "The Druggist and His Profits." Mr. Mason's method may be all right in theory, but I would like to have him tell me where $3000 of my money has

gone. You will see that I have arrived at net profits of $5610.62, and yet my bank balance at the end of the year was only $2600.00. Where did the remaining $3000 go?

Well, let's go on a still hunt for that missing money. There are several places where it may be concealed.

One's net profits, you know, need not all be represented in money. They may accumulate in the form of book accounts, stock, fixtures, and other assets. Thus we find that our Iowa friend has $301.90 more book accounts at the end of the year than he had at the beginning. He also had $840.00 more of stock. Together, these two items total $1141.90.

In other words, his store assets have increased by this amount, and here we find a portion of his net profits for the year. We might find other portions elsewhere if we could talk with our correspondent in person and get at the additional facts about his business. Perhaps he has bought new fixtures and used up some of his profits in that way. Perhaps he has paid a lot of bills that were outstanding at the beginning of the year. Perhaps there are

1	Cash received from all sales and book accounts		$ 28169.57
2	Book accounts beginning of year	$6990.60	
3	Book accounts end of year	$7292.50	
4	Difference in book accounts		$ 301.90
5	Net sales for the year		$28471.47
6	Inventory of stock beginning of year		$ 11460.00
7	Purchases during year		$ 18151.30
8	Total cost of merchandise		$ 29611.30
9	Inventory of stock end of year		$ 12300.00
10	Net cost of merchandise sold during year		$17311.30
11	Gross profits		$11160.17
12	Current expenses		$ 5549.55
13	Net profits		$ 5610.62
14	Total income from business		$

leaks in his business that he has not discovered yet.

All of which suggests that a druggist really ought, in addition to making out such a profit and loss statement as we recommend, to make out the regulation statement of assets and liabilities at the end of each year. You know what this is. You simply put down all you own in the way of property and bills receivable on the one hand, and all you owe on the other. Comparing the statement of one year with that of the preceding year, you can then tell just how much more or how much less you are worth. This gives you a very fine check on the profit and loss statement such as is used in Mr. Mason's book.

If our Iowa correspondent has got the facts so that he can compile his assets and liabilities both at the beginning and at the end of the last year, he will doubtless have no difficulty in finding his missing $3000. He will discover that he is actually worth that much more—that he has that much more in assets. If he doesn't find it, then there is a screw loose in his calculations or else he has lost money by theft or otherwise.

ABOUT PEOPLE

HEAD OF THE LOUISVILLE ASSOCIATION.

I. Whittleshofer is president of the Louisville Retail Druggists' Association. He has always been a worker in association affairs, and he is a successful retail druggist, the firm with which he is associated being known as the C. J. Rosenham Drug Co. His partner, Dr. Rosenham, is a practicing physician. The store is located at 438 West Market Street, and has always enjoyed a good patronage

I. WHITTLESHOFER.

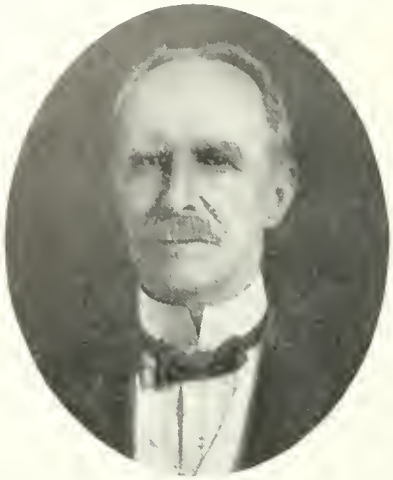
from the best element in the city. Mr. Whittleshofer and Dr. Rosenham have been associated in business since 1877.

DR. JOHN B. BOND.

In the death of Dr. John B. Bond, Sr., of Little Rock, Arkansas, another well-known character has been removed from American pharmacy. Dr. Bond died at Warren, Arizona, at the age of 78. He is survived by his wife, one daughter, and two sons.

After the close of the Civil War Dr. Bond practiced medicine until 1872, when he en-

gaged in the retail drug business. He was a member of the State Board of Pharmacy for 20 years, and its president for 15 years. He



DR. JOHN B. BOND, SR.

was one of the founders of the Arkansas association, and prominent in national pharmaceutical affairs.

A PHARMACEUTICAL "SHOTSTOP."

The young man in the baseball uniform pictured herewith is Ralph B. Shivel, who made

RALPH B. SHIVEL.

the Varsity team, State of Michigan, and officiated in that position once designated by an unsophisticated old maid as "shot-stopper."

Mr. Shivel was a pharmacy student under Dean Schlotterbeck at Ann Arbor, and graduated in June. He has accepted a position with Merck & Co., Rahway, N. J., in the analytical laboratory.

ABOUT A TEXAN.

We are reproducing a unique likeness of Hermann Dreiss, San Antonio, Texas. The head is all right, but we can't guarantee the architecture of the body.

The picture is reproduced from a post-card

HERMANN DREISS.

which in addition to the portrait bears this legend:

> I'm the guy from San Antone. .
> Here's my card. Take it home.

Down in one corner is, "One of the boys at Houston, June 15-17." This indicates that Mr. Dreiss "stood" for his photograph while attending the annual meeting of the State association, and that he used the creation in its entirety as a sort of a passport of good fellowship among his many acquaintances.

The Dye Industry.—

United States companies are preparing for the manufacture of coal-tar dyes. One company has spent a million dollars in equipping for the recovery of benzol and will produce 20,000 gallons daily. A number of the steel companies are now equipped for making benzol, and several are establishing plants for the manufacture of aniline salts and artificial dyestuffs. Existing dye-manufacturers are increasing their capacities and output.

Some of the party is seen here under the refreshment tent on the lawn in front of the main laboratory. Pictnre taken by S. C. Daugherty, Jeannette, Pa.

Pansing on the second-story veranda in one of the courtyards waiting for an interesting demonstration by P-D's own Fire Department. The water is about to spout upward.

Here we have a portion of the Michigan delegation, in which there are several well-known faces. The picture was snapped by Fred R. Downer, of Standish, Mich.

A few members of the Brooklyn delegation, caught on board the boat during the second day of the visit. Picture taken by G. R. Tompkins.

The band leading the procession up the main street in Marine City, where the whole party went ashore from the boat by way of change.

Both drug stores in Marine City were stampeded, but only a fraction of the crowd could get in. The rest waited patiently for their chance.

954 Druggists Visiting Parke, Davis & Co.

Members and guests of the A. Ph. A. at the annual banquet of the association held at San Francisco on August 10.

Members and friends of the American Pharmaceutical Association, en route to the San Francisco convention, photographed at Denver, Colorado, where they were entertained by the local branch.

The A. Ph. A. at San Francisco.

The sixty-third annual meeting of the American Pharmaceutical Association was held this year at the Exposition City, closing its deliberations August 12. Caswell A. Mayo presided and William C. Alpers was installed as president for the new year. The presidential nominees for 1916-1917 are Frederick J. Wulling of Minneapolis, Charles H. La Wall of Philadelphia, and C. H. Packard of Boston. Registration was only about 225, the California State Association and other local bodies not being included in the count. Excellent papers in all the Sections were read and the discussions were spirited. Committees were unusually active, and many plans were outlined for future action. The House of Delegates remains unchanged, and definite salary schedules for college professors were not adopted. Boards are to be more liberal in the matter of reciprocal registration. Atlantic City selected as the place for holding the next meeting, the date to be set by the Council, early September being recommended.

A journey across the continent offers unusual opportunities for getting acquainted with one's trainfellows, and when these are, at the start, already friends, the association is delightful.

THE TRIP OUT.

The train which left Chicago at 11 P.M. on July 29 had about 30 aboard, and this number was enlarged to over 50 at Omaha, when the St. Louis coach was attached. This did not account for all the easterners,

Wm. C. Alpers, incoming president of the A. Ph. A.

however, for a large party of Bostonians went to San Francisco by the southern route, and a party of New Yorkers by the northern route, not to mention a considerable number of individuals who went as their own fancies or the exigencies of business dictated.

President Mayo was unable to leave dear old New York with his friends, but by a swift train caught the party by the skin of his teeth and a swift taxi at Salt Lake City. That is to say, he crossed the city in four minutes and caught the train with one minute—and four hours—to spare. Needless to say, the latter period was not calculated upon.

The first halt was made at Denver, where the Denver Branch, headed by Messrs. Hover, Scholtz & Co., said "de-lighted!" in most approved fashion, and took us to breakfast with them. They apologized for the weather, which was foggy, and said that it had upset their plans. But nobody believed that statement, because the plans that they proceeded to execute went so very smoothly. There's no mistaking the hospitality of Denver pharmacists!

The next stop, at Colorado Springs, was too short and too early in the morning for local entertainment, but nearly all of the party found opportunity for a ride around the Garden of the Gods, and through Williams Canon, while some did even more.

Then came a disappointment. The 10.35 train which was to draw us to Salt Lake City was already overloaded, and went on without us, leaving us until a little after one o'clock, when the next train kindly attached our coaches. But this disappointment was later changed to joy when that evening at Thistle—about 60 miles from Salt Lake City—we were halted and learned that an accident had befallen that same 10.35 and that three coaches were then overturned just beyond us, while two more were huddled against the bank and off the track.

This experience the A. Ph. A. was glad to miss! But the double delay cheated us out of an anticipated afternoon and evening at Salt Lake City, and a banquet there which the local pharmacists had prepared for us. The following morning, however, proved the hospitality of the Mormon City pharmacists. Trips around the city, a visit to Great Salt Lake, and a plunge in its brine occupied the time.

The train was again delayed, and left the city two and a half hours after schedule, but lost no more time in getting to San Francisco. The weather was unusually good for the season, and the trip very comfortable.

DETRACTING INFLUENCES.

The meeting at San Francisco was obviously handicapped by the distance from the center of population and the attractions of a new and very interesting country to the eastern visitor, and also the attractions of a world's exposition.

The latter did not detract very materially from attendance at the meetings, because most of the visitors had provided extra time for studying it; but the special opportunities which were offered by courtesy of the California friends for rides around a beautiful country and trips to points of interest proved too much of a temptation to be resisted by many. As one man ex-

pressed it, "After paying $500 for myself and wife to come out here, I cannot afford to use my time in too many meetings, which I can profit by in other years at less expense."

Trips to Berkeley, to Palo Alto, to Alameda County, to the Golden Gate, Mount Talampais, to Oakland, and many others, seduced our members.

Not that the Exposition was neglected or was disappointing. It was neither.

THE ATTENDANCE.

The wisdom of leaving the evenings free was amply demonstrated, and the program of the Association certainly profited on this account. The registered attendance at the A. Ph. A. was small—about 220—because the California State Association held its business meetings in another hall with its own registration, and did not repeat the registration at the A. Ph. A. Thus the A. Ph. A. registration was almost entirely made up of those attending from other States.

But the California pharmacists were in strong evidence at the A. Ph. A. meetings, and were most cordial in their welcome. They were most generous in providing entertainment and the entertainments were well planned.

The weather was not summer-like, but more like a New York October than like August. This is one of the surprises of the San Francisco climate.

As a whole the meetings of the Association were well up to their usual standard. In comparison to the registration they were well attended, sectional meetings averaging from 20 to 60 each session.

An educational program seemed to prevail, possibly induced by the earlier meetings of the Conference of Faculties and the Boards of Pharmacy.

At any rate, the Commercial, Dispensing and of course the Educational Sections all took on a markedly educational character, and this perhaps accounts for the fact that of the candidates for office to be voted on the coming fall, two-thirds are college professors. For this year, at least, the Association has shown a marked disposition to honor the college and its work.

PROFESSOR DIEHL RETIRES.

A sad feature of the meetings was the statement that Prof. C. Lewis Diehl, for nearly forty years an officer of the Association and reporter on the Progress of Pharmacy, is in failing health and unable to carry on his work as Reporter with despatch. This led to his appointment as Emeritus Reporter on the Progress of Pharmacy, and the election by the Council of Prof. J. A. Koch as Acting Reporter on the Progress of Pharmacy.

It was with genuine regret that Professor Diehl's work must be concluded, and it is the desire of the Association to honor him in all possible ways. An honorarium of $1000 was voted him for his work as Chairman of the Committee on National Formulary. Professor Diehl's services to the Association have been of great value, and his name will long be honored.

The first session of the Association was attended by about 400, and was characterized by a snap and vigor which was refreshing. President Mayo proved an admirable presiding officer, and made a short as well as an able address—both to his credit. Energy and humor were characteristic of his presiding and a poetic ability cropped out at the end which surprised many of his old friends.

PRESIDENT MAYO'S ADDRESS.

The President's address contained six recommendations which are briefly stated as follows: That the ceremonial addresses of the first session of the meetings be eliminated; that the minutes of the Council be read in the meetings in abstract only; that the next President be instructed to appoint a special committee of fifteen to consider the subject of the cultivation and collection of botanical drugs; that the Committee on the Status of Pharmacists in the U. S. Government Service be instructed to seek the passage of a bill providing for a corps of educated pharmacists to direct the medical supplies of the army and navy; that a special message of thanks be sent to S. W. Fairchild for his scholarship offer; and that the Secretary of the Association encourage the extension of associate membership in the local branches.

The special feature of the address was Mr. Mayo's announcement that S. W. Fairchild of New York had offered a special scholarship of $300 per year to be awarded annually by a committee to consist of the

Frederick J. Wulling, nominee for president of the A. Ph. A

Presidents of the American Pharmaceutical Association, of the National Association of Boards of Pharmacy, of the Conference of Pharmaceutical Faculties, and the Editor of the *Journal of the A. Ph. A.* The recipient of the scholarship may select his school. The details of selection, etc., have not yet been decided.

RECOMMENDATIONS BY THE COUNCIL.

The Council's recommendations made a number of changes in the by-laws, all of them designed to facilitate the business of the association. These included an extension of time for the Secretary to send out ballots for the election of officers to three months, the vote to be counted after one month from the time of distribution of ballots, the announcement of committees and other appointments by the incoming President at the time of his inauguration, an allowance of a minimum of 15 local members to form a local branch (retaining the

requirement of a minimum of 25 for representation on the Council), the inclusion of the proceedings of the Boards of Pharmacy and of the Conference of Faculties in the *Journal of the A. Ph. A.*, the permanent appointment of the Editor of the *Journal* as Historian of the Association, and several minor changes in the details of the duties of certain officers of the association. These were all adopted without debate.

COMMITTEE REPORTS.

Of special interest among the committee reports was that of the Committee on Proprietary Remedies made to the Council. This committee in a lengthy report reviewed the status of proprietary remedies, and made ten recommendations of a general nature which may form the basis of action or ethics in the future. These recommendations were not reported in detail to the Association, but none of them took any radical attitude toward the sale of such remedies. The committee considered that slow and careful action is desirable, and

Chas. H. La Wall, nominee for president of the A. Ph. A.

did not attempt to suggest any detailed policy but only to offer a basis on which future actions may be builded. The conservatism of the committee will meet with general approval, and there is no indication in the report that any extreme attitude will be taken in either direction.

The Committee on the Function of the House of Delegates recommended that no radical change be made at present. The report discussed the present functions of this body, and suggested changes that might be made, but did not recommend any action. Thus the House of Delegates is left to grope as before, for another year, at least.

Most of the other score or so of Committees reported "progress" in more or less detail, and let it go at that. Two committees reported "nothing doing," and were honorably and wisely discharged. Most of the committees, including the above two, met their duties fairly, but found no opportunity to reform pharmacy or to take dramatic action. For those who are interested, the details of these reports will be of value; but for most pharmacists they may be classed as unimportant.

ATLANTIC CITY NEXT YEAR.

At the final business session, there was appointed a permanent committee on Recipe Book to take the place of the annual appointments hitherto made and which have proved abortive in the accomplishment of results. The new committee will consist of 15 members, to serve in sections of three for five years each.

This will provide a continuous working committee, and will doubtless result in the securing of a satisfactory work in due time.

Atlantic City was chosen for the meeting of 1916, and C. Mahlon Kline of Philadelphia is to be Local Secretary. The time is to be determined by the Council, early September being suggested.

A committee of five to submit to the American Medical Association a desire and plan for coöperation in mutual interests is to be appointed by the incoming President, as recommended by the Educational Section. Also a committee of five is to be appointed to investigate and report on fair and reasonable prices for prescriptions.

This was suggested by a similar committee in Colorado, which reported to its State Association that the average gross profit on 1000 investigated prescriptions was 13½ cents.

A committee of five is to be appointed to request manufacturing pharmacists to desist from pushing U. S. P. and N. F. preparations.

The Association went on record as opposing the ruling of the Internal Revenue Commissioner that prescriptions containing the minimum quantities of narcotics, under the Harrison law, may not be refilled; also as opposing the continuation of the stamp tax on toilet preparations. These protests are to be made through the regular channels.

At a last meeting in Festival Hall in the Exposition grounds, the manager of the Exposition presented bronze medals to the American Pharmaceutical Association, to the California Pharmaceutical Association, and to the Women's Pharmaceutical Association of California. These were all received by their respective presidents, and will be valuable mementoes of the meeting.

THE SCIENTIFIC SECTION.

Twenty-eight papers were presented to this section, but the authors of only about a third of them were present, which made the program arrangements easier for the chairman. The chairman's address dealt with the chemical manufactures situation in America and adduced considerable discussion, as well as the appointment of a committee to consider our patent laws and a resolution calling upon Congress to encourage chemical industry by a protective tariff therefor.

The paper by Wilbur L. Scoville in which a comparison was made between tinctures made direct from drugs and those made by diluting the fluidextracts, and in which it was shown that the latter are fully as good as the former, received marked attention and some discussion, with no adverse criticism.

A demonstration of a method for standardizing colors by means of mixtures of seminormal inorganic solutions, presented by Professor Arny, was of special interest. The demonstration was a valuable feature of this paper, and involved considerable work in its preparation.

Prof. J. U. Lloyd gave a history of his discovery of the alkaloidal affinities of hydrous aluminum silicate, which the section insisted on being read nearly in full, instead of by title, as the author suggested. This subject has attracted much attention from pharmacists during the last two years, and the paper was ripe for close attention.

There were nine biographical papers presented. F. I. Lackenbach, of San Francisco, acted as chairman of this subdivision and made a chairman's address. Three of these papers dealt with the principles of serums, vaccines, etc., and will be of especial interest to pharmacists.

Since but a third of the authors represented in the papers of the Scientific Section were present, the offerings of the absentees were abstracted by the chairman, assisted by Professor Koch, and the abstracts were read. This gave opportunity for discussion and filled out the program.

EDUCATION AND LEGISLATION.

This section held an unusually profitable meeting and was well attended. It seemed to strike the key of the San Francisco meetings, giving tone to the entire convention.

It held a joint session with the Conference of Faculties and Boards of Pharmacy, at which three markedly valuable papers were read by three professors—Lloyd, Remington, and Alpers. The first was entitled "Pharmaceutical Apprenticeship Fifty Years Ago"; the second dealt with coöperation with medicine, and led to the appointment of a committee to promote the relations between the two professions; and the third with the qualifications of teachers.

These three papers, with a little incidental business, were fully sufficient to justify the entire session of the association.

Another joint session was held with the Commercial Section, which proved to be a good union of interests and one likely to be followed in the future. Papers treating of the mutual interests of professional and commercial pharmacy were discussed, and to the profit of both sections. Professional pharmacy needs to have its connection made with the needs of the people—and commercial pharmacy is the medium through which it must connect. It is to be hoped that this union of educational and commercial sections will be continued. Each needs to get better acquainted with the other, and each will find profit in coöperation.

Altogether the Section on Education and Legislation had twenty-seven papers and addresses on its program, and in addition to this had enough committee reports to occupy all of one session, so that five sessions in all were held. The papers were all, with few exceptions, freely discussed, which showed that they touched on live topics.

One paper, by the vigorous Bodemann of Chicago, protesting against the dispensing of medicines by physicians, contained so many "aphorisms" and so much of the Bodemannic energy that some Californians, not knowing Herr B. and his peculiarities, were disposed to protest against "calling a spade a damned shovel," but were righted in the discussion.

The attendance of a goodly audience throughout five sessions of three to four hours each testified to the character of the papers and the ability of Chairman Freericks, who was reëlected for the coming year.

PRACTICAL PHARMACY AND DISPENSING.

This section had the fewest papers for many years. This was not the fault of the chairman, who stated that he had written nearly 600 letters for the Section, but was apparently due to the reluctance of members in the east to write papers which they could not read, and the scarcity of seasoned writers in the west. This is not to say that the pharmacists of the west are not as capable or as prolific as their eastern brothers, but the demand for this kind of work has been less in the west, and it takes more than one year to start a movement in that direction.

But in spite of the brevity of the program—only four papers, in addition to the Chairman's address, being on the printed program and three added later—the meeting was full of interest and profit. Every paper read induced a spirited discussion, and that, after all, is what is aimed at. If papers are not discussed they might as well be printed in the *Journal* and let the matter begin and end there.

The discussions were often the most valuable feature of the subject, partly by emphasizing points brought out in the papers and partly by the broadening of the views offered. Furthermore they brought out new material for future use, and account for the new names found in the list of sectional officers for the coming year.

C. H. Packard, nominee for President of the A. Ph. A.

A paper on "Filtration," by Wilbur L. Scoville, was found to be stimulating, and was referred to the Scientific Section with a request that further investigations of this subject be reported.

"The Pharmacopœia as an Educational Problem," by Joseph Weinstein, was referred to the Section on Education for further consideration. Three papers dealing with prescription practice were freely discussed and led to many comments on the pricing of prescriptions and on refills.

So while this section was short in papers, and had fewer attendants than usual, those who were present suffered no disappointment in interest or profit.

THE COMMERCIAL SECTION.

This section had twelve papers and only one author present. The chairman was also the only one of its officers present. But this did not prevent a good attendance at all of the three sessions, and the reading of nearly all of the papers. Papers here served as an introduction to animated discussions, and it is unfortunate that so many of the authors missed the satisfaction of listening to the flow of ideas which they provoked.

Prescription pricing was a favorite topic. At the joint meeting with the Section on Education and Legislation this subject was brought up, the discussions veering to a consideration of what technical skill and brain work is worth as a business asset. It seems that a keener regard for the value of professional ability in business has been developed. The meetings of this section have started a discussion of values which can be continued with much profit for years to come, one which promises a new attitude in pharmacy, and increased numbers of professional pharmacists.

THE WOMEN'S SECTION.

This Auxiliary held its usual meetings, which were well attended. The first was occupied by the President's address and the reports of committees. Mrs. Richard Rees, wife of the vice-president of the California Pharmaceutical Association and a musician of high ability, sang. At the second session some papers were read, and an arranged discussion of the affairs of the section was held. The attendance was equal to the other sections, and included enough of the founders and regular supporters of the section to hold its interests.

The women of the California Association were in good evidence in this as well as in other meetings of the association. California, by the way, has its own incorporated Women's Pharmaceutical Association, which is a live and energetic body, and holds regular and well-attended meetings. This was recognized by the Exposition authorities in a plaque presented to it.

THE HISTORICAL SECTION.

Historian E. G. Eberle presided, in the absence of the chairman. By vote of the Council, the editor of the *Journal of the A. Ph. A.* is to be the permanent Historian of the Association in the future.

Fourteen papers were presented, of which three were read, and then an illustrated lecture on the spice trade of the sixteenth and seventeenth centuries was given by Prof. A. W. Linton.

On recommendation of this Section an effort is to be made to secure a picture and brief biographical sketch of each of the present and new members of the association and to preserve them for future use. Requests will be made for these by the officers of the association, and a general response is hoped for.

There is also to be a systematic filing of all matters of historical interest pertaining to the association, and whenever practicable a partial display of such as would receive attention at the meetings.

THE HOUSE OF DELEGATES.

This body held two brief sessions. It could do no less, and had no reason for doing any more. The only new business was the instigation of a special committee to start a study of the status and relationships of the dispensing physician.

This is to be attempted by first selecting one large and one small city for investigation, and following any plans in the future which this investigation may suggest.

THE CONFERENCE ON PHARMACEUTICAL FACULTIES

One of the best meetings in history! Twenty-three schools were represented. The special feature of the meeting was the excellent address of President F. J. Wulling, which embodied so many recommendations that it was referred to two separate committees, one to consider the relations outside of the schools and one those inside.

In accordance with the reports of these committees it was voted that a number of standing and special committees be appointed, as follows: A standing committee on Higher Educational Standards, to be appointed by the President and to work conjointly with similar committees of State associations, of the A. Ph. A., N. B. of P., and N. A. R. D., such committees to work with their present associations as well as conjointly; a special committee on the Federation of All Pharmaceutical Organizations; a committee to consider the propriety of establishing a secondary class of membership in the Conference, to report at the next annual meeting; a special committee to consider the suggestion of the president that the organization become an association of Colleges and Faculties of Pharmacy; a committee on the Classification of Teaching Staffs; a committee on the subject of matriculation blanks, advanced students of pharmacy, and other similar subjects; a committee on the Relation and Duties of Alumni; a committee on Relations with Other Pharmaceutical Schools; a committee on Conference with Boards of Pharmacy; and a committee on College Bulletins.

Harry Vin Arny, president-elect Conference of Pharmaceutical Faculties.

The following recommendations were also voted: to provide for the traveling and annual meeting expenses of the chairman of the executive committee; to call the attention of the members of the Conference to the prob-

ability of an investigation of schools of pharmacy by the Carnegie Foundation; to increase the publicity of the proceedings of the Conference through the pharmaceutical and public press; to revise the rules and regulations of the Conference each year; to recommend, without hesitation or discussion, the sabbatical year; to tabulate and present at the next annual meeting statistics on secondary education; to investigate, through the executive committee, the conditions of the Carnegie retirement allowance, and to ascertain if the members of

Wilbur L. Scoville, chairman-elect Scientific Section.

the Conference can be included; to approve the recommendation of the President regarding the promotion and appointment of faculty members; and to approve recommendation of the president regarding exchange of professors among the schools.

THE SALARY QUESTION.

Several recommendations contained in a report made by Prof. H. H. Rusby, as chairman of a special committee created at the Detroit meeting upon the question of teachers' salaries, were adopted. Here they are: that it is neither practical nor advisable to instruct the Conference to make any schedule of salaries, either minimum or maximum, at the present time; that the dean should receive a salary for that office, aside from and in addition to what he may receive for the teaching position; that the salary of an associate professor be two-thirds that of a professor; that the salary of an assistant professor be four-fifths that of an associate professor; that the salary of an instructor shall be three-fourths that of an assistant professor; that the salary of an assistant be half that of an instructor; that each of these salaries be fixed on an advancing scale, from a minimum to a maximum, and that the minimum for one grade be equal to the maximum of the grade next below, three years being required for the maximum to be attained; and that the salary shall pertain to the position and not the man, and an increase in salary shall go with every promotion in rank immediately.

The Conference voted adversely on a recommendation by a special committee in report that the two years' course in colleges of pharmacy should be extended to three years after 1920.

THE BOARDS OF PHARMACY

Nineteen delegates, representing thirteen different States, constituted the twelfth annual convention of the National Association of Boards of Pharmacy.

It was a harmonious meeting, not only within itself, but in its relations to the other organizations with which it held joint sessions.

The beacon light of the meetings was a recommendation adopted at the suggestion of the President, T. A. Miller, that after 1920 a high school education or its equivalent and graduation from a recognized college of pharmacy be made prerequisites for candidates for registration. It is needless to say that the Conference of Faculties and the Section on Education and Legislation were both pleased with this action.

Another recommendation made by the president and adopted by the Boards was that the Commissioner of Internal Revenue be requested to require that physicians, dentists and veterinarians keep copies of all prescriptions calling for narcotic drugs.

Reciprocal registration was a subject which occupied much time in discussion, and while no material change was made in this direction, yet there was shown a distinct attitude favorable to a more liberal policy in this direction and also toward less stringent requirements than now prevail, particularly as regards statistics of the first registration. A suggestion that arrangements be made for the interchange of assistant's certificates was, after a full discussion, rejected.

The secretary reported that during the year 298 reciprocal registrations had been made, 33 States being involved.

It was voted that the official application blank of the N. A. B. P. shall be used in all reciprocal registrations.

The committee on legislation recommended that a

A group of A. Ph. A members taking a bath at Salt Lake City, on the way to the San Francisco convention.

committee be appointed to bring before the Section on Education and Legislation of the A. Ph. A. the nine recommendations adopted at the Detroit meeting, with a request that they be incorporated in the Modern Pharmacy Law; that uniform label requirements be adopted by all boards; that uniform requirements be adopted with respect to display of certificates of registration; and that all State laws be made uniform, and to conform with the United States laws concerning narcotic drugs. These were all adopted.

THE ENTERTAINMENTS.

The California pharmacists were certainly cordial

in their welcome and lavish in their entertainment. In addition to the regular reception and ball of the President on the opening night, a special dance was given at the California Building on Wednesday evening.

On Tuesday evening there was a banquet at one of the leading restaurants, with cabaret. A feature of special interest was a Miranda Band, a Guatemala musical instrument similar to a xylophone, and played by eight young Guatemalans. It was good music.

The Californians started the fun early in the banquet and got it going so hard that speeches had to be abandoned because the noise could not be overcome. This banquet will long linger in the memories of those present.

On Thursday evening the ladies were entertained at a card party at the Palace Hotel, at which refreshments were served, the visitors presented with a box of roses, and finally sent to their respective hotels in taxicabs.

During the same evening the men were invited to a smoker, at which an excellent vaudeville entertainment was given, winding up with three boxing bouts by California talent. The boxing was with soft gloves and displayed no brutality, but tested the skill and endurance of the contestants.

On Friday a special concert by Mrs. Rees and Uda Waldorf at Festival Hall concluded the advertised program and preceded the presentation of the Exposition plaques.

But interspersed were many courtesies, not small, in the shape of attractive rides, luncheons, excursions, etc., which impressed all the visitors with the hospitality and generosity of California.

The formal vote of thanks which was given was but a suggestion of the appreciation which was felt and could not be adequately expressed.

WILBUR L. SCOVILLE.

THE NEW OFFICERS.

The nominees, to be elected by mail, are as follows:

For president, Frederick J. Wulling, of Minneapolis; C. H. LaWall, of Philadelphia; C. H. Packard, of Boston.

For first vice-president, L. A. Seltzer, of Detroit; A. B. Huested, of Albany; C. W. Johnson, of Seattle.

For second vice-president, C. H. Gietner, of St. Louis; L. E. Sayre, of Lawrence, Kansas; G. H. Lichthardt, of Sacramento, Cal.

For third vice-president, F. T. Green, of San Francisco; R. A. Lyman, of Lincoln, Neb.; Philip Asher, of New Orleans.

For councillors, J. H. Beal, of Illinois; Wm. C. Alpers, of Ohio; Wm. C. Anderson, of New York; J. G. Diaz, of Cuba; W. H. Cousins, of Texas; J. H. Dawson, of California; F. C. Godbold, of Louisiana; Harry B. Mason, of Michigan; and A. Bolenbaugh, of Virginia.

All of the "permanent" officers of the Association were reëlected, with the exception of Professor Diehl, whose health has failed and whose position as reporter on the progress of pharmacy, so long held by him, is now occupied by Prof. J. A. Koch, Pennsylvania.

The Conference of Pharmaceutical Faculties elected H. V. Arny, president; R. A. Lyman, vice-president; and W. J. Teeters, secretary and treasurer. J. A. Koch was made chairman of the Executive Committee, and Frederick J. Wulling and C. E. Caspari were elected members of this committee.

The National Association of Boards of Pharmacy made J. C. Burton, of Oklahoma, president; J. W. Gayle, of Kentucky, first vice-president; W. F. Root, of Vermont, second vice-president; John A. Weeks, third vice-president; H. C. Christensen, secretary and chairman of the Advisory Committee; and F. W. Ward, of Tennessee, treasurer. Chas. Gietner, Missouri, was made a member of the Advisory Committee; A. C. Wilson, Iowa, of the Executive Committee, and E. E. Faulkner, Michigan, of the Syllabus Committee.

The Scientific Section officers for 1915-16 are: Wilbur L. Scoville, chairman; L. E. Brown, first vice-chairman; J. L. Turner, second vice-chairman; and E. L. Newcomb, secretary.

The Section on Practical Pharmacy and Dispensing is headed by Joseph Weinstein, chairman; H. B. DeCheverell, secretary; and Franz Berg, associate.

The Commercial Section elected R. S. Lehman, chairman; J. C. McGee, secretary; and E. H. Thiesing, W. H. Cousins, and G. H. P. Lichthardt, associates.

The Historical Section made Charles Holzhauer chairman and Geo. G. Marshall secretary.

The Section on Education and Legislation reelected Frank H. Freericks chairman, B. A. Kueyer secretary, and Miss Zada Cooper associate, and added C. H. Packard and Louis Emanuel as associates.

The House of Delegates elected H. P. Hynson, chairman; F. W. Nitardy, first vice-chairman; Otto Claus, second vice-chairman; and John S. Hosman, secretary.

The Women's Section honored the following: President, Mrs. G. D. Timmons; first vice-president, Mrs. W. B. Philip; second vice-president, Mrs. E. A. Ruddiman; third vice-president, Miss Jean Gordon; secretary, Miss Anna G. Bagley; treasurer, Mrs. W. B. Day; historian, Miss Bertha Ott; honorary president, Mrs. Godbold.

Monthly Prize Questions and Answers.

Here are five papers on the subject of "My First Job." What experiences the authors met with, how they coped with the various problems that confronted them, and what incentives led them to continue in the work, are all set forth entertainingly. The recital of difficulties encountered and overcome makes interesting reading, and demonstrates the fact that in the pharmaceutical ranks are to be found many enthusiastic workers who learned the game from the ground up.

My First Job.

Papers received in response to a subject announced in April.

PRIZE ARTICLE: WITH A PRECEPTOR OF THE OLD SCHOOL.

By Ivor Griffith.

When the time came that my parents felt they could no longer keep me in school, I was informed that I was to start work in the store of Dr. E., a kindly and dignified old druggist, than whom I could never hope for a better preceptor.

With a peculiar suspension of sadness in

Ivor Griffith.

gladness possessing my spirit I appeared on the job way ahead of time that Monday morning in May, now so many years ago. I was greeted with a cheerful "Good morning, son," from the old gentleman, who, as I shortly learned, was always to be found at the store earlier than I.

By way of initiation he laid out for me my daily schedule of work. It being springtime—and in a country town—there were items on the schedule that would appear uncanny to a city youth.

My first duty was to carry the sets of tomato, egg and cabbage plants to the outside of the front of the store. I was small and the plants were heavy, but I never noticed this until the end of my first week's work. Then something whispered in my ear that my daddy meant me to be a druggist and not a florist or a nurseryman. However, plant season lasted but two weeks and I forgot all about the florist game until the next spring.

FLOOR-SWEEPING TROUBLES.

Then the floor of the store was to be swept. The contraption used to accomplish this task was a heavy-bodied brush that had to be filled with coal oil, the oil automatically feeding the bristles and serving to keep the dust down. A hundred times did I heap maledictions on the head of the inventor of that brush. It was heavy and unwieldy. Sometimes it would release an overflow of oil—ofttimes none at all. I received no satisfaction from the boss when I complained. He always maintained that I did not understand it—until one day while demonstrating the adjuster on the valve he spilled some of the coal oil on the sleeve of his new mohair coat. Next morning the brush had left home and a brand-new broom confronted me from the corner where the patent brush once held dominion.

Next on the program was sweeping the front sidewalk. At first I disliked this job very much, for an acquaintance of mine—a certain Carrie Davis—passed right by the store every morning, and I had told Carrie that I had taken a position as "assistant" to Dr. E. However, the humiliation soon wore off, and later on I got to enjoy this little outing. So did Carrie.

Then came the iceman's job, which consisted of carrying in the ice from the sidewalk and chopping up part of it for the fountain and using the remainder for the ice cream.

SHINING THE FOUNTAIN.

After sweating over the ice came the dusting and cleaning of the fountain. I surely did make that old soda machine shine. It was my hour of pride when the boss would emerge

from his trance and remark on the brilliancy of the fountain.

No one that I have since met could use this stimulating principle the way my old boss did. He was a scientific praiser. He believed with Ban Johnson that "He who praiseth for everything, praiseth for nothing."

The dusting operation was really a misnomer. It was more of a caressing stunt. I eventually mastered the art well enough to almost be able to sleep as I did it.

This routine work concluded, I would gather the different orders for afternoon delivery—here a gallon of paint and a ten-pound bag of sulphur, there a quart of lard oil and five or fifty pounds of coal tar or perhaps five of putty. How I disliked handling this latter item, especially when it was hard! Putty knives wouldn't dig it out fast enough, so I generally used by digits.

Another operation that aroused my ire was weighing out caustic in large lots. This job, or its twin hardship—cattle-powder mixing—would always leave its impress on my lungs for days afterwards.

On occasion I used to be subject to terrible bilious attacks, the only cure for which would be to stay home. These periodic attacks would have continued indefinitely if the boss had not sent Dr. K. to visit me at my home one day. That old rascal upset the beans by insisting that baseball and biliousness were absolutely incompatible. The attacks thereupon ceased.

A GENEROUS BOSS.

Dinner-time was a happy hour and a half. One day I magnified the generosity of the boss and stretched my dinner hour to two. When questioned, instead of reverting to the primitive boyish method of lying out of a tight corner, I rebelled and said that the other boys had time to go swimming, so why shouldn't I? And Jumping Jehoshaphat! if he did not donate an extra hour in the afternoon all through the summer.

The greater part of every afternoon was spent in Bessie's company. Bessie was the store's chartered mule whose business it was to lug a light delivery wagon around convey-

ing goods to the farmers out in the country. I still have a warm spot in my heart for Bessie. She learnt, untaught, to stop at Carrie's front door, and I often think that had it not been for my ability to sport Carrie around in the buggy some one would have taken her away from me. Of course I am only insinuating this. Carrie is out on the back lawn with our baby just now, or I would ask her.

NOT HALF BAD.

But taking it all in all my first job was not

half bad. Then the work that I did seemed really hard. To-day I seem to think that my first job was my easiest one. At seven or eight my day was over. Now I am never done. Then I had no worry or no one to look after. Now I have a family and a home to provide for. Then I had a boss to do the worrying. Now I do it myself.

WITH A GROUCH.

By Charles Ellis Hall.

Ten years ago I applied for a position in a drug store, located in the Blue Ridge Mountains of Virginia. Four months rolled by without a reply, but finally I received a telegram which read: "Come at once, the position pays twelve dollars per month and board."

I packed my grip and started forth one Monday morning, reaching my destination about ten o'clock that night. The town was dark and dreary, but I wandered about until I saw a drug-store sign hanging over the street, with a few dim lights for a background.

I walked in and found the proprietor half asleep, entertaining himself with the prospects of my arrival. The first thing he wanted to know was how much experience I had had. I began to tremble in my shoes, but told him I had not any. He seemed surprised at this answer, forgetting, evidently, the contents of my letter of four months before. I then told him I had a brother who at that time was 3 or 4 years old in the drug business. He said, "I thought I was getting the one with experience, but as you have come a long distance I will give you a trial anyway." I felt greatly relieved after that utterance, as I had confidence enough in myself to believe I could make good if only given a chance.

After a restless night of big dreams, I got up at six-thirty and came down to open the store. The idea of having the keys in my possession made me feel like a real druggist.

It was not long before I realized what a proposition I was up against. At the end of only half a year I was left in charge of the store for six weeks. Happily, the prescription business was rather small at that time. I felt that I was getting a "stand in," as the boss had told me he had had thirty-five clerks in the past six years.

FIRED AND REHIRED.

However, everything passed off nicely till my first two years expired. The boss was very easily irritated, and one day we had a little misunderstanding, which resulted in a discharge for me. After phoning for my trunk to be taken to the depot, I went in to present the proprietor with the keys. He opened his eyes and said, "I was hardly responsible when I discharged you; keep the keys and the position as long as you are capable."

I thought this would be a good time to strike for a raise in salary. I did and was successful. We got on fine for two years more.

At the end of this time I went to Richmond with the expectation of returning on a certain Thursday morning. In the meantime, however, I received a letter from my mother saying that she would be in Richmond on Thursday. As I had not seen her for some time, and knowing it would be eight or ten months before I could go home, I sent my boss a message telling him I would not return till Friday. I immediately received an answer saying, "Stay there, I will get some one else."

I did not pay much attention to my second discharge, but returned Friday morning and went to work as usual. After listening to my explanation of the delay, the boss took his hat, and, still very angry, got out of town, leaving me in charge of the store, and forcing me to have my meals sent in.

I was with him for five and one-half years, at the end of which time I was taken suddenly ill, and had to spend five months in a hospital and end my first job as an apprentice "Pill-Roller."

BY THE SODA FOUNTAIN ROUTE.

By Ethel Patten

I had been doing office work until the firm with whom I was employed went out of business, and I was experiencing some difficulty in getting another position that would pay me as well.

At this time my brother was working as a soda dispenser in a drug store situated in a very good residential section of the city.

Most of the soda business was done after sunset, and one Saturday night the girl who served at the tables quit suddenly, leaving my brother in a bad fix, as Sunday was a "big night." He spoke to me about his trouble and said: "Sis, I wish you would come down tomorrow night and help me out; it's impossible to get a girl now and I hate to lose the trade. You can earn a little money, too."

At first I hesitated. I thought it just a little beneath my dignity to serve as a soda-fountain attendant. Then I considered, and knowing what a nice class of people patronized the store, I consented.

That night business was good and the proprietor, Mr. W., was so pleased that he paid me $1.50. I was also pleased, for I did not expect more than fifty or seventy-five cents. Mr. W. then offered me $5.00 per week to work from 7 P.M. to 10 P.M. until I could find something to do in my own line.

A PERMANENT POSITION.

I had been working for him only two weeks when my brother accepted a position with a larger concern. I liked the work so well that I asked for my brother's position and got it. I didn't know much about a fountain, but my brother told me a lot of things. I read books on the subject and worked hard to make the fountain attractive. I did the work and the fountain paid.

When the fountain closed in October I asked Mr. W. to give me a chance to work in the prescription department. I didn't know the difference between a pill and a tablet. I didn't even know the common names of articles used. I did, however, have a keen desire to learn, as I realized how much it would mean to me.

The winter passed quickly, and I learned many things each day. One day in the latter part of February Mr. W. came to me and said, "Girl, you have good drug intuition and I believe you will make a good druggist if you put your mind to it. I think you had better study to take the State Board for Q. A."

ON THE ROAD TO SUCCESS.

This was the first time he had ever spoken to me about myself, and I felt elated. I walked on air for nearly a week. He told me to study hard and said he thought I would be able to take the examination in the fall. At the time I believed such a thing to be impossible.

I secured a quiz compend and the Pharmacopœia and got busy. It seemed that the more I studied the less I knew, and the more I despaired of learning. Mr. W. was very kind to me and encouraged me all he could. Another druggist who did relief work for us used to quiz me when he had an opportunity. By May I had made such good progress that I was urged to take the State Board in June. I did and passed successfully.

I am still working for the same man and he now calls me his head clerk. I expect to enter a school of pharmacy in the fall, and intend to be a good druggist. I love the work and my boss says I'm "making good."

TWO YEARS WITOUT PAY.

By W. H. Herbert.

My father was a practicing physician, and a very successful one. Like most sons of parents enjoying good incomes, I was more or less pampered and scarcely realized the value of time and money. With the ardent enthusiasm of youth I was sometimes wont to overstep the bounds of decorous and dignified conduct, causing no little concern on the part of my parents.

I naturally had a strong desire to follow the footsteps of my father and pursue the study of medicine. But the idea of such a career for his son did not appeal strongly to him and he declined to encourage me in the ambition.

After I had passed through high school, my father decided to take the molding of my future career into his own hands. Accordingly one day he ushered me into the presence of a well-known pharmacist in my native city and said to him: "I want you to take this boy and make something out of him. Don't pay him wages. I will see that he has all the money he needs. I want to have him occupied with something useful."

In those days, twenty-five years ago, conditions pertaining to the study of pharmacy were much different from those that prevail at present. I scrubbed the floor, washed bottles, windows and show-cases, swept the sidewalk, and beat up into fine powder large quantities of roots, herbs and barks in an immense iron mortar.

I waited on customers for minor wants, cleaned and filled the kerosene lamps for the store and the boss's home, ran errands and carried goods from the wholesale house.

STRIKING FOR A SALARY.

Gradually I learned to compound prescriptions. It was then, at the end of two years' arduous experience, I began to realize that I was of value to the druggist and deserved to receive some financial remuneration. So I struck the boss for a "raise."

Naturally he was surprised. "Boy," said he,

"what do you want with money? You have no need for it."

"Why," said I, "I need money the same as other people. Do you suppose I want to be working all the time for nothing?"

"Well," he replied, after much deliberation, "I will give you three dollars a week."

"All right," I agreed, glad to get that much spending money aside from the parental perquisites.

I worked under the new conditions for another year, and then I decided that three dollars a week was not sufficient wages for a young man with my experience in pharmacy, so I struck for another raise.

This time I was not successful; I resigned the position. In three days I was located in another pharmacy, receiving more than three times my former salary. But it was not without regret that I left my first job and preceptor, for I owed a debt of gratitude and profound veneration to the man who gave me my first job, whose valuable ideas and instruction enabled me shortly after to enter the college of pharmacy, from which I was graduated two years later with the degree of Phar.D.

IN THE REGION OF MYSTERY.

By Lewis M. Horwitz, Ph.G.

I had read of old-time magicians, wizards and alchemists, and when I was first taken behind the sacred portals of a drug store I was just a bit disappointed. My expectations could have been fully satisfied only by a trip through one of the drug emporiums of the sixteenth or seventeenth centuries.

I was partly mollified, however, by the strange mixture of odors that assailed my nostrils. Geography came to my rescue and filled my mind with thoughts of China, of Turkey, and of Darkest Africa. I was overawed. I gazed upon my conductor with unbelieving eyes and I quivered with adventure.

The first day was given to "getting acquainted." I was told to examine all the bottles, open all the drawers, and look into all the cases and closets. The amazing assortment of drugs and chemicals, patent medicines, candies, fountain syringes, pills, and chewing gums bewildered me.

The second day I came down much earlier than I was told to and new wonders—the prescription scale, the tincture press and the suppository machine—unfolded themselves before my eyes.

HELPING TO MAKE AN OINTMENT.

During that memorable second day there came to me the request for my assistance in the preparation of an ointment, and zinc ointment at that. With pleasure and fervor I applied myself to that mortar and pestle.

But a bit of the glamour was soon obscured by the pain which began to manifest itself in my arms. When both arms had been utilized to their fullest extent and my movements were becoming slower and slower, a voice commanded, "A little elbow grease, my boy."

I looked around inquiringly for the grease, and when the laughter had ceased and the time-honored pharmaceutical chestnut had been explained, I desperately reapplied myself to the ointment, my first drug-store enemy. I rubbed until the soft spot in the heart of the druggist was touched and he bade me cease.

Although this was ten years ago, I am glad to say that the wonders are still revealing themselves to me and overbalance the long hours and other disadvantages that seem to torture the minds of some druggists to-day.

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **How do you turn into cash such things as waste paper, waste time, used bottles, etc.?** *Submitted by Alvin Chester Webb, Philadelphia, Pa.*

2. **What is the most interesting department of my drug business?** *Submitted by H. Braconier, Campello, Mass.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by October 10.

How I Have Increased My Sales.

This is another of our prize topics, and we print herewith the three winning papers. In making a selection from the manuscripts submitted, the judges were guided wholly by one consideration—practicability. Ideas that could be put into ready execution by BULLETIN readers were sought. Another group of papers under this same title will appear a little later on.

"AT THE SIGN OF THE ARROW."

By Mark A. Sawrie, Selma, Calif.

Every fellow-druggist realizes that, under all ordinary circumstances, his competitors have the same purchasing power with their dollar that he has with his. Therefore if his competitors are honest and influenced by the same high moral motives, it is evident that neither he nor they can materially outstrip one another in the quality of goods offered, or in the prices at which they are sold.

Granted that he is wide-awake in seeing that the quality of his goods is not excelled, that his

Mark A. Sawrie.

prices are fair, and that he has not secured the exclusive sale of the regular goods and side-lines which are in demand by his trade, there are only two things in which he can assert that individuality which will increase his sales. These two things are advertising and service.

His store must be so well known by its advertising that no stranger can enter the community without learning all about it; and so continuously exploited that every resident will be constantly reminded of the advantages of trading with him. His advertising must have a character which will make it so stand out that his name will be attached to it at first glance; and it must be so constructed that it will strengthen confidence each time an advertisement is seen.

A DISTINCTIVE TRADE-MARK.

Character has been given to our advertising by the use of a peculiar-shaped arrow which we use in connection with our name wherever it appears. The design is on all of our labels, on our letterheads, and on all stationery. We have an arrow border which surrounds every advertisement we run in the newspapers. Our address is always given as, "At the Sign of the Arrow," for the entrance to our store is made prominent by a fourteen-foot electric sign in the form of an arrow.

Large bulletin-boards which we maintain

The arrow that has been made a distinctive trade-mark.

are all surmounted by the big arrow, and sign-boards on country roads are always in the shape of an arrow, invariably pointing toward our store.

Thus the traveler is directed from one arrow to another until he comes to the big electric arrow which psychologically points the way into the store, where our well known trade-mark surmounts the prescription counter and assures him he is in the right place.

Frequently foreigners who could not speak English have come to us with notes on which an arrow has been crudely drawn as a direction, thus showing the value of the trade-mark as a means of identifying our store.

In addition to the use of the design of the arrow, we never run an advertisement without the use of the slogan, "Best Drugs," attached to our name, thus: "Dusy & Sawrie—Best Drugs."

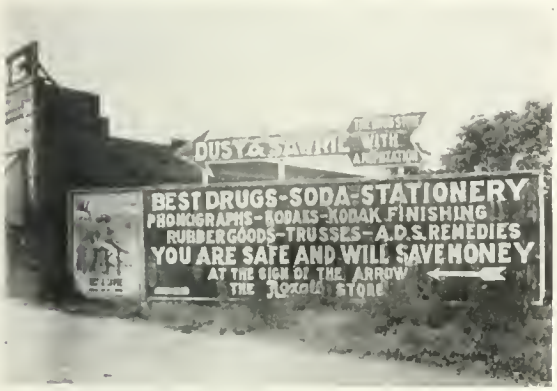
Having done this for years, people in our community cannot hear our name mentioned without thinking "Best Drugs," nor realize the

desirability of having best drugs without thinking of "Dusy & Sawrie."

I consider this slogan particularly valuable in securing drug and prescription business, since trade in these lines is to be increased only by gaining public confidence.

EVERYBODY'S PICTURE!

One of the best special advertising plans I ever used was in connection with our camera department, when we photographed every resi-


BEST DRUGS-SODA-STATIONERY
PHONOGRAPHS-KODAKS-KODAK FINISHING
RUBBER GOODS-TRUSSES-A.D.S. REMEDIES
YOU ARE SAFE AND WILL SAVE MONEY
AT THE SIGN OF THE ARROW

A big outdoor sign, with the arrow above it.

dence in town and presented the occupant with a mounted photo and post-card of the view, free of charge. The work was done by a junior clerk who was in charge of this department, and who was a good amateur photographer.

About twenty homes were taken each day, and two days before we called the resident was informed by letter of our intention to be there at a certain hour, and we invited him and the members of his family to be ready in case they wished to appear in the picture. We found them ready, with yards in the best of order, and we secured pictures which were highly pleasing to them.

The finished likenesses were personally delivered by a clerk, who presented the pictures with our compliments, and the incidental remark that it demonstrated the work which could be done with an ordinary camera, and the high-grade finishing we were turning out in our camera department.

This plan not only created unusual interest in our store, but gave us very accurate information concerning those interested in purchasing a camera, or in any branch of photography. Moreover, in addition to increased camera sales, the plan itself was a direct money-maker, because nearly every one voluntarily asked if we would make additional cards to mail to relatives and friends.

When these were delivered we suggested the possibilities of enlarged photos, and altogether added a very tidy sum to our sales that season, besides becoming personally acquainted with every one in our town.

Another plan in advertising this particular department is to take a picture of every unusual or important happening of the community. If a fire occurs, every one knows that we will be showing the photos in our store within an hour. The service is so firmly established that people come in and "tip us off" on approaching events, so that practically nothing of interest escapes our attention.

This brings many people into our store to see and buy pictures, and gives us the opportunity to talk about the desirability of having a camera.

MUSIC FOR SCHOOL ENTERTAINMENTS.

The best form of publicity for our phonograph department has been to furnish entertainment at parties. This has been particularly true of entertainments in country schools of our territory. One of our men always accompanies the machine, and besides handling it, gets acquainted with the country people and

The big arrow above the store entrance.

learns directly of those who are prospective customers.

These are but a few of the advertising plans we have used to increase sales. However, the best advertising will be wasted if it is not backed up by the most efficient service when the customer is brought into the store. It is *service* which causes him to come back time and time again, and which makes him send friends to you with their patronage.

We maintain a system whereby we can coöperate with our country customers by giving them such information as how to treat potatoes to prevent scab, how to spray apples to prevent codling-moth, or to protect stock and poultry from vermin or disease. When we give a farmer the formula we are likely to sell him the ingredients.

Another way in which we coöperate with the farmer is by rendering a weather bureau service during the fruit-curing season, when warning of an approaching rain frequently saves the country people thousands of dollars. We have arrangements with the government for special weather bureau reports, and all warnings are distributed by us to various farmer lines, and redistributed under our control.

INDIVIDUAL ELECTRIC FANS.

Comfort and attention are given at our soda fountain by an original arrangement of tables fastened to the wall in such a way that there

The interior of the Dusy & Sawrie store.

are no legs, thus making a table much more comfortable than the ordinary type. A mirror, so arranged that "milady" can conveniently glance and see that her hair is properly tiled and complexion on straight, makes them very attractive.

The most important thing, however, is that each table is provided with a small individual electric fan. This is turned on and off from a push-button located on the back bar of the fountain. As soon as the customer is quietly seated, the fountain operator touches the button which starts that particular fan going, and thus the customer realizes that attention is being shown him or her even before it is possible to get to the table with a glass of water. This creates an impression not to be obtained where electric fans are kept in general use.

If I were serving hot drinks in a cold climate, instead of living in sunny California, I should reverse the idea, and have a small radiator underneath each soda table to provide comfort at that particular spot of the store.

These are but a few of many ideas we have used to increase sales, but they are illustrative of the essentials which I consider necessary in building a permanent business. I believe that more real, lasting good will be accomplished by such methods than by all of the special sales and dodge-corner schemes which have yet been devised.

COMBATING MAIL-ORDER HOUSES.

By O. C. Freshour, St. Francisville, Ill.

During the month of January, 1914, a friend (?) of mine came into the store and said he had just received a fountain syringe from a mail-order house, which cost him 68 cents. He remarked that he would rather have purchased it from me, but that I could not meet the price.

I asked him to bring in the syringe and let me see it, which he did. It was a two-quart affair, white.

I went to my show-case and brought out one which I retail for seventy-five cents. Mine was better in quality, and a one-year guarantee went with each syringe.

The first thing he said was, "Well, I've got you beat 7 cents."

I pointed out to him how it cost three cents for postage and paper in ordering from the mail-order house, and seven cents more for parcel post charges; a total of ten cents, making his syringe cost him 78 cents.

"And then, too," I concluded, "you don't have to wait a week for the goods. A great deal could happen in a week."

LETTING THE PEOPLE KNOW.

Right then and there it struck me that I ought to show the public that I could give them better goods for less money, and give them quicker, than a mail-order house could.

So I bought newspaper space as a means to this end.

I had been running advertisements in the local paper at intervals, paying at the rate of 10 cents a column inch. I called on the editor

and asked him what he would charge in case I contracted for one year's advertising, changing ads. every week, and he made me a rate of 6 cents a column inch. Thus I could get an ad. before the people every week for nearly the same money that it had cost me on the hit-and-miss plan.

It is a general belief of the people that they can go to a five-and-ten-cent store, a department store, or send to a mail-order house and buy such articles as are ordinarily carried at a drug store for about one-half the price the druggist charges for them. This is a mistake, and I set about doing what I could to correct the impression.

NOTHING STARTLING ATTEMPTED.

I did not attempt anything in the shape of fine writing, or pert phrasing. I used simple English and plain statements. Every week I featured some particular article or line that might be bought out of town. I gave the merits of my goods, stated prices, and closed with a reason, or a number of reasons, why I should get the business.

I very carefully avoided anything that sounded like a whine or looked like a knock. I did not plead; I let the entire proposition rest on a business basis.

I made a window display of the article or line featured each week, except only in those cases where I supplemented the newspaper advertising with a house-to-house distribution of samples, or a mailing of samples into rural districts. At such times it was not always possible to make the window correspond.

I had counter slips printed occasionally, and wrapped them in with the goods I sold. Sometimes the manufacturers furnished me with such slips.

During the holiday season I did a little plunging. I bought a whole page in the paper, and after the ad. had appeared I had 600 posters struck off, which I distributed through the territory adjacent to our town. The ad. being all set up, these big circulars cost me very little.

The net result of this campaign, extending over a year, was not at all startling. I was not able to retire January 1, 1915—not by any means. But a careful accounting showed a gain in sales of 9½ per cent over the preceding year, and under the circumstances I considered the effort profitable.

At any rate I had made an attempt to hold my own, and there's a whole lot of satisfaction in "fighting back."

SATURDAY CANDY SPECIALS.

By Harvey C. Todd, Anderson, S. C.

In my estimation, the candy department is the best channel through which to directly increase the sales.

At one time our business in this department amounted to practically nothing—possibly twelve or fifteen dollars a month, this being mostly small package stuff, selling at five and ten cents.

We realized that something must be done, and quickly, if the department remained in business, so we decided to make a special drive on a pound package to sell for thirty-nine cents.

Our first order was for twenty-five pounds of assorted chocolates, costing twenty-four cents, delivered. We displayed these goods on one of our front soda tables and attached a placard, stating that sixty-cent assorted chocolates might be had, *Saturday only*, for thirty-nine cents. Long before the day passed the entire assortment was disposed of.

Becoming very enthusiastic over this, we doubled our order for the coming Saturday and advertised the sale in one of the daily papers, a cut being furnished by the manufacturer.

The result was as gratifying as in the first instance. Several orders were telephoned in from suburban towns, and our special candy sales began to be talked about.

We found it a good idea to run one certain kind each week, rather than to advertise and display a number of different varieties. Thus one week we feature chocolate-covered cherries, the next week chocolate-covered nuts, possibly, and the third week crushed cherries with cream. The three just mentioned have proved our best sellers.

We are now selling sixty-four pounds a week, thereby increasing our sales $24, or $4 a day, and we haven't got anywhere near the limit yet. We are still hammering the special Saturday candy sale.

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—George M. Schettler

4th Paper

By WALTER M. CHASE

Along in the early nineties, when George M. Schettler first engaged in the drug business in Detroit, his store at 55 Fort Street West was located in a neighborhood containing the offices of many prominent physicians, and it was but natural that Mr. Schettler should turn to prescription work and general coöperation with the doctors as the best and easiest means for developing his business.

Growth along this line has continued to such

The Schettler store in the Hotel Pontchartrain is to the right of the main entrance.

an extent that the five establishments now controlled by Mr. Schettler in Detroit are recognized as among the leading prescription pharmacies and physicians' supply stores of the city.

FIVE STORES.

Owing to the rapid changes in Detroit during the last few years, the territory adjacent to the original location on Fort Street is now given over to business offices, and for that reason the store there has been discontinued. The five stores now comprising the "Schettler Pharmacies" are located in different parts of the city. Three of them are down-town establishments and two are in residential sections. Each store has been built up to suit the character of its particular environment, and all five therefore differ somewhat from one another.

What is essentially a true prescription pharmacy is the Schettler establishment on the third floor of the J. Henry Smith Building, at the corner of Griswold and State Streets. The greater part of the building is given over to the offices of physicians, and it is the purpose of this particular store to fill the prescriptions and cater to the wants of these men. Two registered clerks are employed. From 50 to 75 new prescriptions are received daily, and numerous supplies for physicians are also disposed of.

Compounding prescriptions,and selling sick-room supplies, and catering to the wants of doctors, constitute almost the entire business of the store. Only a few side-lines are carried, and these serve more to make the stock complete than as a source of revenue.

HOTEL PHARMACY.

The second Schettler Pharmacy occupies a space in one of the most magnificent hostelries in the Middle West—the Hotel Pontchartrain—familiar to many druggists as the headquarters for the 1914 convention of the American Pharmaceutical Association. This store has an entrance from Woodward Avenue, Detroit's busiest thoroughfare, and it can also be reached directly from the hotel lobby.

Carried in the store is everything likely to appeal to the moneyed class of travelers. Toilet goods and articles demanded by the traveling public are featured strongly, the better class of merchandise only being shown. Four registered men are required to attend to the wants of customers. The class of patronage obtained makes it possible to dispose of many high-priced articles at a good profit. Sales of

five-dollar sponges and one-dollar cakes of soap are not at all uncommon. Imported perfumes and toilet waters are also greatly in demand.

Neither cigars nor soda is sold in the Pontchartrain store. High-grade package candy, however, is displayed conspicuously and meets with a ready sale. Over $3000 worth of one popular brand of chocolates is disposed of annually.

Of the two residential-district stores, one is

Exterior of the store in the David Whitney Building.

situated at Grosse Pointe, in the midst of a district filled with beautiful homes of many of Detroit's millionaires. This store, too, caters to an exclusive class and sells much high-grade merchandise. Two registered clerks and one registered assistant are employed there.

The other outside store, located at 178 Dix Avenue, is of the usual neighborhood type.

THE MAIN STORE.

The main store of the Schettler group is on Woodward Avenue near the head of the downtown shopping district. It occupies a space on the ground floor at the entrance to the recently-completed David Whitney Building, a twenty-story office structure of the latest and best type. The store faces the street, and on two sides of it is the arcade of the building, through which hundreds of people pass every day.

In the building are over 150 doctors and between 50 and 60 dentists. For the most part the doctors are men with big reputations and large followings. From these practitioners Mr. Schettler receives a large prescription patronage. A crew of six registered pharmacists is employed.

When prescriptions are received, and they come in steadily all day long, they are placed on a dumb waiter and carried to the compounding room situated on the mezzanine balcony above the store floor.

A MODEL COMPOUNDING ROOM.

The compounding room, finished in solid mahogany, is fitted with every convenience for expeditiously carrying on prescription work. When the store was opened in the spring of 1915 Mr. Schettler fitted up the room in accordance with the ideas gained from his long experience in the compounding of physicians' prescriptions.

The dumb waiter comes up through the room at the extreme right-hand corner. Next to it is a sink, over which is a refrigerator for storing vaccines, serums, and other perishable products.

Through the center of the room runs a double prescription counter. On one end of the counter is a writing stand, at which is the reg-

Mr. Schettler's desk and the compounding room occupy positions on the mezzanine floor of the store in the Whitney Building. A novel service counter can be seen at the right on the store floor.

istered pharmacist in charge of the compounding room. He is assisted by two other registered men, one of whom is on each side of the counter.

When a prescription comes up on the waiter it is taken by the head dispenser. He looks it over carefully, decides what is wanted, and if anything about it is not clear he makes it so be-

fore handing it over to one of the compounders. He supervises all the work and lends a hand whenever one of his assistants needs help.

One man makes all "wet" preparations, including suppositories and ointments. The man on the other side of the counter prepares all powders, konseals, capsules, etc.

Along the middle of the work-counter is a series of four shelves each containing a number of drawers which may be opened from either side. The lower shelf contains liquid preparations in quart bottles, while the second shelf is filled with pint containers. On the two upper shelves are powders and dry chemicals, all in eight-ounce large-mouth bottles. The names of the various substances are written on the outside of the drawers. Every inch of

Display windows in the arcade of the David Whitney Building. Hundreds of prospective customers pass through the corridors daily

space is utilized, and on the four shelves are placed all products in common use.

Underneath the counter are empty bottles and boxes for use in compounding. The different utensils used in manufacturing are arranged along the walls within easy reach. Less commonly used products and proprietary preparations are arranged in indexed drawers along the walls. Everything is placed where the work can be carried on with the least expenditure of time and trouble.

SCHETTLER CHARACTERISTICS.

Mr. Schettler bases his claims for the support of the doctors upon the quality and excellence of the work turned out. He exercises every precaution in the preparation of all prescriptions and employs only fully qualified men. Many of the galenicals used in compounding are made in the store, a registered pharmacist being employed whose sole duty it is to make the various preparations used.

To acquaint physicians with the service offered by the Schettler stores, and to keep the Schettler name constantly before physicians, personal letters are sent out from time to time. In some instances these letters deal with the question of service; in other cases they are intended to exploit various preparations for physicians' use which Mr. Schettler is ready to supply.

PERSONAL LETTERS.

That the personal letters sent out are forceful yet dignified, and contain no unnecessary verbiage, can be seen from the following which was sent to physicians prior to the opening of the store in the David Whitney building:

DEAR DOCTOR:

We feel that we are singularly fortunate in our opportunity to secure commodious quarters for our new drug store in the David Whitney Building. It is our judgment that not only is this new location exceedingly convenient for your patients and our customers, but it enables us to give immediate, reliable, and very intimate service to you, which is obviously still more important. It isn't necessary to tell you of the very high class of our patrons. And the character of the David Whitney Building is in keeping with your practice and our own clientele.

To secure the most efficient professional coöperation with you, in the way of modern scientific equipment and large, costly stock, we have gone to extraordinary pains.

We want your patronage. We have always been fortunate in winning and keeping the patronage of the city's most prominent professional men. But we also want your suggestions—even criticisms. They will help us to maintain our high standard of efficiency and professional as well as popular confidence. We can be of great assistance to you, and by your discriminating criticism you can be of great assistance to us. May we not expect your friendly interest in this, our common venture?

Yours very truly,

GEO. M. SCHETTLER.

Physicians', nurses', and sick-room supplies are sold in considerable quantities. Quite complete lines of these supplies are always to be found in Schettler stores. Another source of revenue is the preparation of solutions, such as those of Salvarsan, for the use of physicians.

EXPLOITING HIGH-GRADE PERFUMES.

Next to the prescription and physicians' supply business, Mr. Schettler devotes his energies

to the exploitation of imported perfumes and high-grade toilet articles. Expensive French perfumes, toilet waters, powders, sachets, soaps, creams, and liquid toilet preparations not usually carried in ordinary drug stores are to be found in great variety at the stores in the Pontchartrain, the Whitney building, and at Grosse Pointe. Tooth brushes, hair brushes, clothes brushes, combs, mirrors, vanities, sponges, towels, etc., of exceptionally fine quality are offered in complete assortments.

For these three stores candies also come in for prominent display. Package goods only, and those all of the finer grades, are carried. The stocks—always fresh and attractively displayed—are turned over many times during the year.

No special agency lines of household remedies or even "own-make" preparations are carried in the Schettler prescription stores. Counter-prescribing in any way is absolutely prohibited, as the best interests of the business demand that the domain of the physician be not encroached on.

A novel piece of equipment in the Whitney Building store is a service counter designed by Mr. Schettler to take the place of a soda fountain. As can be seen by one of the accompanying illustrations there is no soda draught-arm, a spring-water dispenser alone being in evidence.

This apparatus serves several useful purposes. From it are dispensed single doses of medicines, as citrate of magnesia, headache preparations, bicarbonate of soda, aromatic ammonia, Epsom salts, etc. A purified, ice-cooled spring water is always on tap for the refreshment of customers. Bottled beverages, as ginger ale, coca cola, and grape juice, are also offered. A refrigerating system in the apparatus cools the ice-water and bottled drinks.

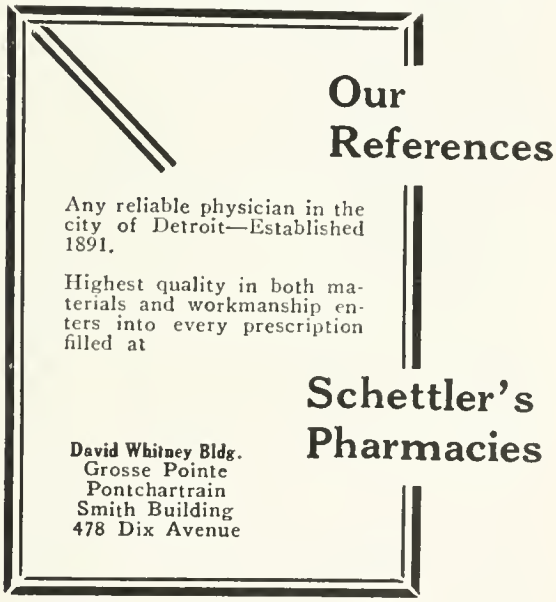
The various preparations served at the counter are kept either under the service shelf or on the shelf directly back of the outfit. By the use of the apparatus, all running to the back room for glasses of water or doses of medicine is done away with and customers are served expeditiously.

The store in the Pontchartrain is also fitted out in a similar manner.

The windows of the stores are used to display the various toilet preparations and accessories carried. Owing to the perishable nature of many of the high-grade perfumes and toilet waters shown, the displays are so arranged that direct sunlight does not strike them. But small quantities of goods are used in the displays, and they are changed frequently. Candies are also given occasional exhibits in the windows. In the arcade-windows of the Whitney Building store, in addition to toilet articles and candies, physicians' supplies and prescription materials are sometimes shown.

Publicity for the Schettler pharmacies is obtained by newspaper advertisements, package enclosures, and inserts. The newspaper space is devoted to toilet goods, candies, or to statements of Schettler quality and service.

Due to the nature of the business and to the class of trade catered to, many of the customers have charge accounts. This is particularly


Our References
Any reliable physician in the city of Detroit—Established 1891.
Highest quality in both materials and workmanship enters into every prescription filled at
Schettler's Pharmacies
David Whitney Bldg.
Grosse Pointe
Pontchartrain
Smith Building
478 Dix Avenue

A typical Schettler newspaper adv.

so in the case of the customers who patronize the Grosse Pointe store, and also of the prescription customers of the other stores who have their purchases delivered by bicycle messengers.

On the first of every month, when statements are sent out to these people, each envelope contains one or two advertising enclosures. Those going to physicians usually contain an insert relative to some prescription product to which Mr. Schettler desires to call attention, while the envelopes received by the laity contain advertisements of a new perfume, a special candy, or perhaps of a form of Schettler service.

THE EXPERIENCES OF A TRAVELING SALESMAN

7th Installment

By J. E. E.

My territory was not a good one, as territories go. It constituted the outlying borderland between two commercial centers. I mean by that, that competing salesmen got into it from two sides—three from the north, five from the south, giving me eight competitors in all. Had it been a little farther south the three men from the north would not have got into it; had it been farther north most of those from the south would have stayed out.

Now nine men angling for orders in the same restricted pond create a condition that is not good for the digestion. No one man's business can amount to very much, and consequently, no matter how far back he may throw his shoulders, he is not drawing a very heavy salary. It is the height of foolishness for a man who expects to make road work a means of livelihood for any extended length of time to remain on such a territory, particularly if he is a young man.

Now it must not be understood that all these men made all of my towns, or that I made all of theirs. Our territories did not have the same boundary lines. Almost without exception they had more territory than I did, and consequently had it over me, in a way.

Under such circumstances it can readily be understood that I gradually became somewhat restless. This feeling was in no sense allayed when, at the end of the first year, I hit the "old man" on the nose for a raise of pay.

He couldn't grant it, he said. Business wasn't good, and I decided to be loyal and stick, partly because visions of wealth from outside ventures were beginning to dawn brightly.

This was before the days of the Food and Drugs act, you understand; and in those days anything in the shape of a "patent" medicine went. The claims that could be made lawfully were bounded only by a combination composed of the English language and the imagination, and any man whose conscience would permit him to sleep nights was privileged to get into the game and assist his fellow mortals in parting with a portion of their loose change.

A certain scheme was somewhat in vogue then, which I have no doubt is being worked yet, with modifications. It consisted of getting the consent of a druggist to use one of his windows, which was stocked full of pint or 12-ounce bottles containing, for the most part, aloes and water. The promoter stood just inside the drug-store door, and by special arrangement with the druggist was permitted to "approach" every customer that went out. He must not molest them coming in, but when they were outward bound, their purchases made, they were legitimate prey for the new "doctor."

"Doc" had a little table beside him, on which were a dozen or so bottles of his remedy, one of them uncorked. He also had a medicine glass, and if he could possibly do so he got every customer to swallow a dose of his famous rejuvenator.

The stuff carried a fancy name, usually beginning with C. "Doc" bought space in the local papers, distributed handbills, and had a big banner strung across the street.

The price printed on the label was, of course, one dollar; but in order to introduce this wonderful new life-saver, the company was offering it for 35 cents, three bottles for a dollar. The company did not carry on a national campaign in advertising; rather they preferred to give the purchaser the 65 cents that it always costs to sell every bottle of patent medicine marketed in the old way. And so on.

Now, it is a peculiar psychological fact that bitter medicine is the best. The worse it tastes the stronger it is. Medicine that has no taste is weak, like water. So if "Doc" could get a dose swallowed and a chance to talk, he was pretty sure to make a sale. If he didn't land his victim right on the spot, the chances were all in his favor that the man or woman would come back in a few days, laud the stuff to the skies and invest, possibly, a five-dollar note; for the bitter medicine was an excellent cathartic, and a good laxative often works wonders.

For his moral support, coöperation, and the use of his window, the druggist received five cents a bottle. When the campaign was fully under way, after a little momentum had been

worked up, it was a poor day that didn't see a hundred bottles go out, even in a small town. I got it pretty straight that one of these "special advertisers" took in $1800 in six weeks in a city containing 15,000 people. He operated from three stores all at once, having two assistants.

The medicine was made in the drug-store basement—that-is, it was put together, bottled, and labeled there. "Doc" bought special-formula tablets in 100,000 lots, and four tablets shaken up in two ounces of alcohol, and water q. s., comprised a bottle of the wonder-worker.

In one of my towns one of these fakers was at work, and I sold him bottles, through the druggist. I was astounded at the number of cases ordered, became interested, cultivated the man's acquaintance, and learned the inside workings of the game.

And I learned more, too. One of my competitors, a brother traveling man, was "Doc's" partner.

"Doc" was dissatisfied. His side-kicker was doing absolutely nothing and getting one-half of the profits. "Doc" was ambitious, too. He wanted to start a big company—one with 25 or 30 men out. There was a fortune in it, he said.

Well, I appropriated "Doc"; took him away from my competitor. I got a dozen of the tablets, had an analysis made, and ordered some of my own. Then we decided on a new game, got a hundred thousand labels printed, and were ready for business.

I found a new location, and "Doc" started up. I also got four other men, secured them locations, and tried to start them up, too. But not one of the four even got started. I advanced a little money to each man, and in three cases out of four lost it.

And "Doc" proved a flat failure under the new conditions. He went bad in more ways than one, the worst being that he seemed to lose confidence. Our name—the one we had selected for our preparation—didn't "carry," he said. He always contended that two-thirds of the success of the scheme lay in the "catchiness" of the name. When we finally dissolved partnership, I was about $200 to the bad.

Misfortunes never come singly, they say.

Shortly after retiring from the patent medicine business I took a flyer in pork—or in lard, rather, to be scientifically specific.

I had always contended very loudly that I would never be so absolutely *non compos* as to speculate in margins, for any man with half the sense that God gives geese knows that the game is loaded.

But the laws knocking out bucket shops didn't come quick enough. The protection I needed had not yet been born.

I had a friend who was studying medicine; and during vacation he had got a job running a bucket shop in his home town. I heard about it when I made the place, and went to see him.

Business wasn't good, evidently. There were a plenty of chair-warmers in the little barn of an office, but very few bets were being placed. I knew some of the loafers and knew they had money.

Somebody telephoned in an order for 100 tierces of lard; the bucket-shop man repeated the order, and it stuck in my mind subconsciously.

The whistle blew for noon, and Doc (again "Doc!") prepared to close for lunch. We went outside and walked up the street a little way—Doc, myself, and the loafers. Then I got a very bright idea. I would help my friend get business; my example must surely have a bearing.

"Doc," I said in good, clear tones, "that game of yours looks good to me. If you'll come back, I might be induced to place an order."

"Sure," he said.

Now, I had no intention of investing. For that matter, I didn't have more than $50 with me.

Doc and I turned back—and part of the loafers turned back, also. I hadn't figured on this. I had planned that when we got inside the building I would tell Doc that I was merely trying to pull a little business for him. But now—which way was I to turn? My only hope lay in Doc's ability as a mind-reader. If he understood, I was all right; if he didn't, I was due to get into a very embarrassing position.

I nearly got cross-eyed trying to get in a wink on him, but none of them got home satisfactorily.

We went in—Doc, myself, and three or four others. Doc went to the telephone—orders were transmitted by phone to a near-by city—and stood waiting.

"Well, old man, what is it?" he said.

"Gimme a hundred tierces of lard," I said, still winking.

Doc telephoned the order to headquarters.

Now I didn't know whether a hundred tierces of lard cost twenty dollars or a thousand. I had merely heard the term; I didn't know what it meant.

I didn't offer to pay. In fact, I didn't know whether I was to pay then or next summer. We went out, walked up the street together and separated for lunch.

In about an hour I went back. Doc greeted me with a grin and good news. I had made $27.

Twenty-seven dollars in an hour! That meant something like $270 a day. Not such a bad game, after all! It beat working for a living, seven ways from Sunday.

I talked the situation over with Doc, and he advised me to stick. Everybody dealing in lard was making money, he said; more than that, he showed me his books and proved it to me.

My 100 tierces would cost me either $85 or $170. I have forgotten which. I borrowed what money I lacked and let the order stand, instead of closing out and taking my $27, as I should have done.

I am not going to go on record, even anonymously, as to how big a chump I was. I could have quit at one time $335 to the good—but I didn't. Few do. I bought more lard, and also invested a few hard-earned dollars in ribs. And then came the crash, as it always does. Quicker than you could pipe the shortest letter in the alphabet I was swept out. I didn't lose a thousand, but adding what I might have made if I'd quit at the right time to what I actually put in—add it all up and it didn't miss the ten hundred mark by very many laps.

But, after all, the experience may not have been a bad thing for me. Evidently I needed the lesson.

(To be continued.)

MORE COMMENTS ON PRESCRIPTION PRICING

On page 310 of the July issue of the BULLETIN OF PHARMACY there was printed a communication from R. A. Ellington, of Madison, N. C., who said that a prescription for which he charged $1.75 was afterwards filled by a brother druggist for 90 cents.

Here is the prescription:

Tincture of nux vomica.....1 fluidounce.
Pepto-Mangan, Gude's.....8 fluidounces.
Hemaboloids, arseniated, q. s. ad....1 pint.

The question as to what was the proper price to charge for the mixture was put up to BULLETIN readers, and the replies received indicate that the 90-cent figure is entirely too low; in fact, the druggist who compounds it for that sum would be obliged to do so at a monetary loss.

Wilhelm Bodemann, of Chicago, in a characteristic letter, says: "If a 'Brother' Druggist filled that prescription for 90 cents he practiced substitution, ran a fence for stolen goods, or was mentally deranged."

Mr. Bodemann estimates that the actual cost of the ingredients amounts to $1.15.

THE COST OF THE MATERIAL USED.

F. T. Bosworth, of Wichita, Kansas, also reckons $1.15 as the cost of the material. He suggests that the druggist who dispensed the prescription for 90 cents probably did not take into consideration the capacities of the bottles of the proprietary preparations used, but based his calculations on the assumption that the bottles held one pint each. As a matter of fact, Pepto-Mangan comes in 11-ounce, and Hemaboloids in 12-ounce, containers.

According to George H. Benton, of Denver, Colo., $1.12 is the proper cost figure; Walter F. Meyer, of Colorado City, Colo., says $1.13 is correct; and E. Geo. Gratny, of Kansas City, Kansas, estimates $1.14 as the amount that the ingredients would set him back.

Louis J. Urbanski, of Buffalo, New York, states that it is an impossibility to fill the prescription for 90 cents and make a profit, as

$1.18 represents the bare cost of the ingredients.

Cornelius Beukma, of Dallas, Texas, figures it would cost him 96 cents for the material involved, while one cent under a dollar represents to R. P. Daniel, of San Antonio, Texas, the sum that the ingredients would stand him.

Now, although these eight druggists, with two exceptions, agree quite closely as to the cost of the ingredients used, the arithmetic employed by some of them shows rather startling inaccuracies.

Not all of them state how they arrived at the various cost prices, but from those who do give itemized estimates we get a jumble of figures that, to say the least, is bewildering.

According to prices quoted in the catalogues of leading jobbers, Hemaboloids cost 75 cents for a twelve-ounce bottle, and Pepto-Mangan costs 84 cents for a bottle containing eleven ounces, if bought in less than dozen lots; if bought in dozen lots, it costs 79 cents.

SIMPLE MISTAKES IN CALCULATIONS.

Druggist A says he pays 79 cents for Pepto-Mangan, and estimates that eight fluidounces cost him 58 cents, which is correct. But he says that 7 fluidounces of Hemaboloids stands him 33 cents. He is 11 cents out of the way in this, for the 7 fluidounces cost, in reality, 44 cents.

Druggist B, who says that he buys Pepto-Mangan for 72 cents a bottle, figures that 8 fluidounces cost 54 cents, which figure is only a cent out of the way. He states, however, that 7 fluidounces of Hemaboloids sets him back 54 cents, which sum is 10 cents in excess of the correct figure.

Druggists C pays 84 cents for Pepto-Mangan. At that price, 8 fluidounces cost him 62 cents. He has it 60 cents. He figures 45 cents as the price of the Hemaboloids, and comes within a cent of being correct.

Druggist D says 8 fluidounces of Pepto-Mangan, Gude, is equivalent to 2/3 of a bottle, and that 7 fluidounces of Hemaboloids represents the quantity contained in half a bottle of that preparation. Basing his calculations on those wrong amounts he gets costs of 56 and 38 cents, respectively.

Two other druggists who show how they compute do pretty well. Their figures, while not correct, are in both instances but two cents out of the way.

Of the seven men who quote a cost figure for the tincture of Nux Vomica, one says that an ounce of it costs 3 cents, five state that the ounce costs 5 cents, and one gives 10 cents as the cost. Whether these men made their own tinctures, used diluted fluidextracts, or bought the products ready-made, it hardly seems that prices of 48 cents, 80 cents and $1.60 for the same preparation can all be right. The discrepancies would rather indicate that arithmetic was again at fault in part of the cases at least.

Considerable variation is also seen in the estimates of the cost of bottle, label, and cork. Three give it as 5 cents, two place it at 6 cents, one says 7 cents, and one 10 cents.

Such inaccuracies in very elementary problems of arithmetic seem almost inexcusable. They may, however, account in a way for the widely diversified prices charged by different druggists for the same mixture.

In the case of this prescription, eleven druggists, not including the one who filled it for 90 cents, quote prices ranging anywhere from $1.50 to $2.50.

C. S. Goodwin, of Davidson, N. C., thinks that $1.50 is the correct figure.

Mr. Urbanski, Mr. Gratny, and Mr. Daniel all believe that the original figure of $1.75 is a fair charge to make. So do Ralph L. Fogg, Haverhill, Mass., and E. H. White, McNary, La.

Mr. Meyer says that ordinarily his charge would be $2.00, but under certain circumstances (if the patient was a chronic invalid using a great deal of medicine, for instance) he might make a price as low as $1.75.

Mr. Beukma, by computing one and one-half times his estimate of the cost of the ingredients, and adding to this a compounding fee of 55 cents and a charge of ten cents for the container, arrives at $2.10 as the proper charge. He says, however, that a price of $1.75 is quite reasonable. George H. Benton, of Denver, Colo., using a somewhat similar method of computation, announces that he also considers $2.10 to be about right.

Mr. Bodemann states that he would get $2.25 for the mixture. Mr. Bosworth, figuring according to the schedule that has been advocated from time to time in the BULLETIN (double the cost of the material, plus a dollar an hour for time consumed in compounding), says that the prescription should bring $2.50

BOARD QUESTIONS ANSWERED

A NEW YORK EXAMINATION.

(Continued from the August BULLETIN.)

18. Name the three chief classes of incompatibilities.

(*a*) Chemical, (*b*) pharmaceutical, (*c*) therapeutic.

19. Name three suppository vehicles.

(*a*) Oil of theobroma, (*b*) glycerinated gelatin, (*c*) sodium stearate.

20. Which vehicle is used in the official glycerin suppository?

Sodium stearate.

PHARMACEUTICAL CHEMISTRY.

1. Why is diluted alcohol prescribed by the Pharmacopœia as the menstruum in the preparation of some tinctures and pure alcohol prescribed in the preparation of others?

The drugs used in the preparation of some tinctures will best give up their principles to pure alcohol, as, for example, ginger and benzoin. If diluted alcohol was to be used the full strength of the desired ingredients would not be obtained, or a clear solution would not always result, or the addition of the water might precipitate some of the active constituents. Pure alcohol is also used sometimes because, if the diluted product was to be employed, the resultant preparation would not contain sufficient alcohol to act as a preservative.

Diluted alcohol is used because it lessens the cost of the preparations; because in some cases it acts as a better solvent than the pure article; because tinctures made with hydroalcoholic menstruums are more readily miscible with aqueous liquids. Many tinctures formerly made with alcohol exclusively are now found equally efficient and permanent when made with a mixture of alcohol and water.

2. From what preparation of ipecac is syrup of ipecac prepared?

From fluidextract of ipecac.

3. For what purpose is acetic acid used in syrup of ipecac?

Because the acid acts to bring the active principles of ipecac into a permanent solution as acetates.

4. From what source is acetic acid obtained?

Although this acid can be produced by oxidation of weak alcoholic liquids, it is obtained for the trade indirectly from wood. Formerly much acetic acid was obtained from the destructive distillation of oak-wood. Many manufacturers now procure acetic acid in the form of calcium acetate from charcoal burners and by subsequent treatment of the acetate obtain purified acetic acid.

5. Is acetic acid an organic or an inorganic acid?

An organic acid.

6. What are oleoresins and how do they differ from oleates?

Oleoresins are liquid preparations consisting chiefly of fixed or volatile oils associated with resin and other constituents. As a general rule they are extracted from vegetable substances by percolation with acetone.

Oleates are liquid preparations made by dissolving metallic salts, or alkaloids, in oleic acid. Oleates when medicinally employed are usually mixtures of oleates with oleic acid or some other diluent.

7. What two salts of potash are used in ointment of potassium iodide?

Potassium iodide and potassium carbonate.

8. Why should ointment of potassium iodide be made extemporaneously?

Because iodine is likely to be liberated from the potassium iodide if the preparation is allowed to stand for some length of time, particularly if the lard used tends to rancidity.

9. Why are alcohol and boiling water used in the manufacture of infusion of digitalis?

Alcohol is used so that the preparation may be kept for several days without spoiling. Boiling water extracts the desired principles of the digitalis more effectively and in less time than would cold water.

10. Why are cold water and glycerin used in making infusion of wild cherry?

Cold water is used because hot water prevents the reaction desired between certain principles of the bark. The glycerin improves the taste of the infusion somewhat, and acts, in a slight measure, as a preservative.

11. What part of the shrub is used in the manufacture of aqua hamamelidis?

The bark and twigs of *hamamelis virginiana*, Linné.

12. For what purpose is alcohol used in the finished product of aqua hamamelidis?

As a preservative.

13. How is lime-water prepared?

Slake 12 grammes of lime by the very grad-

ual addition of 400 Cc. of distilled water and agitate occasionally during half an hour. Allow the suspended particles to subside, decant the supernatant liquid and reject it. Then add to the residue 3600 Cc. of distilled water, agitate thoroughly, let the mixture stand for 24 hours, agitate again, then let the coarser particles of solid matter subside, and pour the liquid, holding the undissolved calcium hydroxide in suspension, into a glass-stoppered bottle.

14. Why cannot the undissolved lime be used indefinitely?

Because the lime gradually takes up carbon dioxide from the air and is converted into calcium carbonate.

15. For what purpose is sodium borate used in ointment of rose water?

Borax is used to form a soap with the free cerotic acid in the beeswax, which soap acts as emulsifying agent for the remainder of the ingredients, thus giving added smoothness and whiteness to the preparation.

16. Under what conditions should sodium borate be omitted in ointment of rose water?

When the ointment is to have mixed with it certain chemicals, such as calomel, yellow mercuric oxide, etc., which cause discoloration and result in the formation of new compounds.

17. What are infusions?

Infusions are aqueous solutions of the soluble principles of vegetable or animal drugs, obtained by maceration or digestion in hot or cold water.

18. Why is it preferable to use distilled water in the manufacture of infusions?

Because distilled water, if properly and freshly distilled, is free from the organic and inorganic compounds, gases and volatile compounds usually present in ordinary water.

19. What is meant by destructive distillation?

The process of heating dry vegetable or animal matter in suitable closed vessels, until decomposition takes place, the volatile products being expelled and a fixed residue remaining.

20. Name one U. S. P. compound resulting from destructive distillation.

Acetic acid.

21. (*a*) Name two U. S. P. preparations containing mercury in the metallic form. (*b*) State the basis of each preparation.

(*a*) Mercurial ointment and blue ointment.

(*b*) The basis of mercurial ointment is prepared suet and benzoinated lard. The basis of blue ointment is petrolatum.

22. Define the term incompatibility.

Incompatibility is the term applied to the antagonism or disability of harmonious coexistence, which is exhibited by numerous substances when brought into contact with certain other substances.

23. Give an example of incompatibility.

Potassium permanganate is incompatible with glycerin.

24. Mention the ingredients in Seidlitz powder.

Sodium bicarbonate, potassium and sodium tartrate, tartaric acid.

25. What gas is set free when Seidlitz powders are mixed with water?

Carbon dioxide gas.

26. State the method for making a 25-per-cent emulsion of cod-liver oil.

To make 1000 Cc. of a 25-per-cent emulsion of cod-liver oil, rub 62.5 grammes of powdered acacia with 250 Cc. of cod-liver oil in a dry mortar until uniformly mixed, then add at once 125 Cc. of water and triturate lightly and rapidly until a thick, homogeneous emulsion is produced; to this add 2 Cc. of oil of gaultheria (or other suitable flavoring) and 50 Cc. of syrup, with enough water to make the product measure 1000 Cc., and mix thoroughly.

27. Is emulsion of cod-liver oil a chemical or a mechanical mixture?

A mechanical mixture.

MATERIA MEDICA AND BOTANY.

1. Define analgesic.

A remedy is said to be analgesic when it possesses the power to relieve pain without necessarily inducing unconsciousness or general anesthesia.

2. Name two U. S. P. analgesics.

Opium and acetanilide.

3. Define *aquæ*.

Aquæ (waters) include common and distilled waters, as well as those known as medicated waters; all the latter are aqueous solutions of volatile substances.

4. Name two *aquæ* official in the U. S. P.

Aqua anisi and *aqua rosæ fortior*.

5. (*a*) Name an official collodion. (*b*) Give its constituents.

(*a*) Flexible collodion.

(*b*) Collodion, Canada turpentine, castor oil.

(To be continued.)

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

GOING DIRECT TO THE PUBLIC.

To the Editors:

In common with a number of other stores, we suffer very much from the dispensing doctor evil.

We have two dispensing physicians in this town. We have talked the matter over with them, and in a number of ways have tried to interest them in our store and in the idea of prescribing. But all to no end. They keep right on supplying their patients with medicine—even with goggles, salts and fountain syringes.

In a general way we have advertised directly to the people, exploiting our ability to fill prescriptions properly; and what few prescriptions we have received from outside we have filled at remarkably good prices; that is, fair prices.

We have made no headway.

Now we've grown tired of all this, and have gotten up a series of small advertisements, or "reading notices," which we propose to run in the local paper. Here is the first one:

DON'T MAKE A MERCHANT OF YOUR PHYSICIAN.

Don't expect your doctor to handle drugs and medicines; you ask him to go outside of his profession when you require such things of him. The physician devotes years of study to the diagnosing and treatment of disease. The druggist's education comprises the manufacture and compounding of medicines for use by physicians. The majority of doctors do not furnish medicines to their patients. There is at least one reliable druggist in every town—he is better able to supply you with drugs and druggists' sundries, and at better prices. Have your prescriptions filled by some reliable druggist, and go to him when in need of anything in medicines, sick-room supplies, hot-water bottles, etc.

Our idea is to make these advertisements a series of little talks, in an attempt to educate the people. The ads. will not carry our name at all, and will be changed once a month. From time to time we shall have copies of them run off in the form of enclosure slips and small handbills, which will be distributed throughout the county.

We shall tell the people about our business, and tell them the difference between a dispensing physician and a prescribing one.

Now what we would like to know is this:

1. Do you consider the plan worth while, and do you know of its having been tried before?

2. Do you consider the advertisement submitted good enough for a starter, and good enough for the plan in general?

We would like very much to hear from the readers of the BULLETIN in this particular. It may be that others have tried to do something along this line in a similar way, and an outline of their experiences would be of assistance to us. W. H. RALEIGH & CO.

Garden Grove, Iowa.

[We shall be glad to publish communications which this letter may bring forth. Has any druggist tried a similar plan? Let us hear about it.—THE EDITORS.]

TOOTH PASTE FORMULA.

To the Editors:

Owing to our friendly patronage of foreign manufacturers in buying from them many drug and toilet articles that we could have made for ourselves, accepting their statements without examination or without question as to the superiority of their formulas and output, we in America have been lulled to sleep in many instances by the extravagant claims made for their preparations.

Among the toilet articles that have been exploited in the last few years, one, a tooth preparation made according to a prescription claimed to have been originated by a well-known German authority, has grown into great favor. In quantity lots it costs druggists in the neighborhood of 35 cents a tube.

We are using a formula that produces a tooth paste which, compared with the imported article, will be found to be practically identical. The cost of the paste made according to the following formula is less than one-fourth of the price charged for the foreign product:

Precipitated chalk	12 pounds.
Powdered chlorate of potash	29 pounds.
Powdered sugar	4 pounds 10 ounces.
White mineral oil	2 fluidounces.
Oil of peppermint	8 fluidounces.
Glycerin	4½ pints.
Water	3 pints.

Pour the water into mixer, gradually add the chlorate of potash, and mix well. Then add the powdered sugar and white mineral oil, and after mixing

thoroughly with the chlorate of potash, gradually add the oil of peppermint and glycerin. Finally add the precipitated chalk in very small proportions.

We use the No. 2 Pony Mixer, manufactured by J. H. Day & Co., Cincinnati, and find it to be very satisfactory.

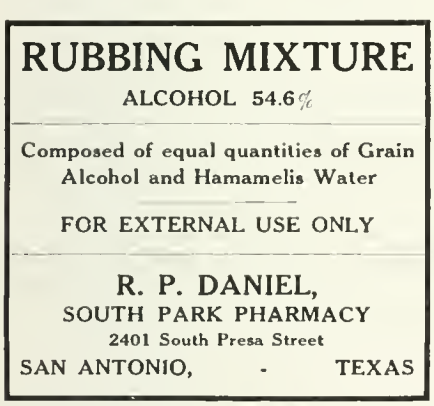
JOSEPH JACOBS,
Atlanta, Ga. Jacobs Pharmacy Co.

A RUBBING MIXTURE THAT ALLOWS A GOOD PROFIT.

To the Editors:

I notice on page 319 of the July BULLETIN a number of formulas for alcoholic rubbing fluids, the source of which was Treasury Decision 1757.

The Treasury Department in devising the formulas looked solely to the fact that the compounds were such that they could not be used for beverages. No consideration was given to the cost of making the products.


RUBBING MIXTURE
ALCOHOL 54.6%
Composed of equal quantities of Grain Alcohol and Hamamelis Water
FOR EXTERNAL USE ONLY
R. P. DANIEL,
SOUTH PARK PHARMACY
2401 South Presa Street
SAN ANTONIO, - TEXAS

The label used by Mr. Daniel.

I would like to suggest that a mixture of equal parts of witch-hazel and alcohol not only makes an efficient rubbing fluid but also allows a good profit to the retailer. The Treasury Department has advised me that such a combination is permissible.

The mixture I suggest has a vile taste, accomplishes the desired purpose, and, what is more to the point, it is entirely harmless.

Allowing $3.00 for the cost of a gallon of alcohol, and $1.00 for a gallon of witch-hazel, two gallons of the mixture can be made at a total cost of $4.00. When sold for 50 cents a pint the two gallons return $8.00.

The alcohol content must, of course, be stated on the label. R. P. DANIEL.

San Antonio, Tex.

TO PREVENT COMPOUNDING ERRORS.

To the Editors:

Despite all efforts to the contrary, errors in prescription compounding sometimes occur, occasionally causing the death of the patient or giving the druggist undesirable notoriety.

Here in the east, within a comparatively short time, two such cases have been given considerable publicity. One was occasioned by a clerk dispensing Lysol when Laxol was prescribed. The other was due to a prescription for barium sulphate being interpreted as one for barium sulphide.

I think I have found a way for preventing a large number of such mistakes.

I suggest that prescription blanks for physicians' use be printed with blue or black ink when the mixtures are intended for internal remedies, and with red ink when designed for external use.

I do not say that such a scheme would stop all errors, but I do insist that by its adoption a large percentage of them would be done away with.

Had the physician written Laxol on a blank printed with blue ink the clerk would never have dispensed Lysol, which is a preparation for external use only. Barium sulphide, a depilatory, would never have been put out for barium sulphate.

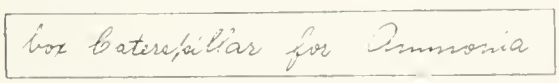
I would like very much to have expressions of opinion from BULLETIN readers on this subject. DAVID K. GRITZ, Ph.G.

Bronx, N. Y.

WHAT IS IT?

To the Editors:

Here is a chance to do a little guessing.



What did the man want? "A box of caterpillars" is a new one on us. G. BASTIAN.

Union, N. J.

Contributed Articles, Soda Fountain, and Window Display Departments we have found very helpful. GEORGE R. WORLEY.

Covington, Ohio.

I enjoy the BULLETIN more than ever since I have started out for myself.

Coatesville, Pa. WM. H. FAIRLAMB.

THE SODA FOUNTAIN.

SELECTED FORMULAS.

CHOCOLODAT.

Put into a 12-ounce mixing glass one-fourth full of cracked ice, 2 ounces of chocolate syrup and 1 ladleful of marshmallow dressing. Then fill the glass with good, rich milk, shake, strain into a 12-ounce glass and add one 20-to-the-quart disherful of ice cream (chocolate or vanilla) on top. Serve as an egg drink. Should sell for 20 cents.

SAVORY SALAD.

Place crisp lettuce leaves on a plate. Upon this place one wafer-like slice of mild Bermuda onion. Next add two slices of orange and a tablespoonful of grape fruit pulp. Dress with cream and salad dressing and sprinkle with cocoanut.

ORANGE MINT.

Into a 12-ounce glass half-filled with shaved ice put 2½ ounces of fresh orange fruit syrup, fill the glass with carbonated water, add a dash of peppermint water and a slice of orange; serve with a straw. This beverage may be varied by using lemon syrup and dashing with ginger essence, or with fresh sprigs of mint instead of essence of mint.

RUSSIAN COOLER.

Fill tall glass with shaved ice and pour in as much fresh cold tea as glass will accommodate. Take a spray of mint and bruise it with lumps of sugar, which will impregnate the sugar slightly with the mint flavor. Sweeten the tea with these lumps of sugar, and crown the glass with a spreading bunch of fresh mint.

MALT AND BUTTERMILK.

About two ounces of malt to a mineral glass is sufficient. Fill the glass with buttermilk and mix by pouring. Malt extract may also be served with fresh milk in the same manner.

ICED COFFEE.

Make the coffee in the regular way and keep it cold in milk bottles in the refrigerator. Put an ounce of sweet cream in the bottom of the glass, fill the glass with the ordinary strength coffee, add a spoonful of sugar and top with a liberal spoonful of whipped cream. In serving the iced coffee you should always put out the sugar bowl in front of customers so they can add more sugar if they desire a sweet drink.

SANTA BARBARA SODA.

Juice of half an orange, juice of half a lemon, juice of half a lime. Add shaved ice and fill glass with plain soda. Sweeten to suit with powdered sugar. Garnish with slice of orange.

ORGEAT.

Boil two quarts of milk with a stick of cinnamon; remove the spice and let the milk cool. Blanch four ounces of sweet almonds, and when they are cold pound them in a mortar with a little rose-water and enough orange-flower water to form a paste. Sweeten the milk and boil the almond paste in it for a few moments—not too long, or the paste will be oily. Strain the beverage through a fine sieve so that it will be smooth in quality. Serve it with ice the day it is made.

Orgeat—pronounced orzhat—takes its name from the French "orge," barley, and was formerly a syrup in which a decoction of that cereal was used. It has come now to mean a drink prepared with an emulsion of almonds, and is slightly medicinal as well as refreshing.

TEA PUNCH VARIATION.

Make up four quarts of ordinary breakfast tea; add three lemons and one orange, sliced. Sweeten to suit. Place in a bowl and add a large block of pure ice. Serve in tall glasses. This is a variation of iced tea, but a great drink, and a different way of serving never hurts.

ATLANTIC CITY SPRAY.

Pineapple syrup, eight ounces; strawberry syrup, eight ounces; extract of vanilla, three-quarters ounce; simple syrup, enough to make four pints. To serve place one and one-half ounces in an eight-ounce glass and fill with carbonated water.

PINEAPPLE FLUFF FREEZE.

Draw 2 ounces of pineapple into a soda glass, add 16-to-quart of pineapple fluff, fill with soda in the ordinary way, and serve with a soda spoon and straw. This is the coldest drink that you can put out on the counter. It is colder than the ice cream soda or phosphate that you would make with cracked ice.

SWEET CLOVER SYRUP.

To 24 ounces of simple syrup add 8 ounces of tea syrup, 4 ounces of maple syrup, ½ ounce of solution of acid phosphate, and color a delicate green, using pure food coloring. Serve in an 8-ounce glass in the same manner as any phosphate.

FROSTED PINEAPPLE.

Into a 10-ounce glass half full of shaved ice put 1 teaspoonful of powdered sugar, add carbonated water, coarse stream, and strain into a small soda glass, adding a small amount of pineapple fruit.

SLICED ORANGE NUT SUNDAE.

Place a cone of ice cream in a sherbet glass and pour over the cream half an ounce of orange syrup. Place on each side of the cream slices of orange, and over all pour a large spoonful of crushed walnuts. Top off with whipped cream and a maraschino cherry.

PROFITABLE, PRACTICAL PUNCHES.

PINEPONL PUNCH.

Into a 14-ounce glass place one ounce of pineapple syrup, one-half ounce of raspberry syrup, and one-half ounce of lemon syrup. Into this squeeze the juice of one-half of a small grapefruit; fill the glass one-third full of orange ice, and the balance with carbonated water; mix, and decorate with a slice of orange.

COSSACK PUNCH.

Make an infusion of tea, as for iced tea, using one level teaspoonful of tea to each pint of water. Strain and cool. In a glass place a small scoop of lemon sherbet, an ounce of lemon syrup, and a dash of phosphate solution. Add a little cracked ice, and fill with

the cold tea to within one-third of the top. Finish with carbonated water. This furnishes a pleasing variation of the ordinary iced tea with lemon, and brings a better price.

SPICED GINGER CUP.

Into a granite saucepan put a cupful of preserved ginger syrup. Add a cupful of boiling water, some bits of lemon peel, six whole cloves, and a small spice bag containing a little stick cinnamon, half a nutmeg, and six allspice. Simmer for ten minutes and then remove the spices, add the juice of three lemons and a cupful of sugar. When cold, place directly on the ice to chill; at serving time add three pints of ginger ale and a pint of shaved ice. Serve in stemmed goblets, with a piece of frosted lemon arranged on the rim of each glass.

SANTA BARBARA PUNCH.

Strawberry syrup, 10 ounces; orange syrup, 10 ounces; pineapple syrup, 10 ounces; lemon juice, 2 ounces. Mix and use as a fruit syrup. To serve, fill a 14-ounce glass one-third full of shaved ice, put in 1½ ounces of the syrup, and nearly fill with carbonated water; add a few strawberries, a slice of pineapple, a slice of orange, and serve with straws.

CHERRY PUNCH.

Squeeze enough oranges to secure 1 pint of fresh juice; add 3 pints of filtered water and ½ pint of concentrated cherry syrup. Sweeten to taste; 1 pound of sugar should be sufficient. Chop 1 pint of maraschino cherries, but do not chop too fine; if you cut the cherries into quarters you will secure good results. Add these chopped cherries to the mixture, together with their liquor. Serve from a bowl in which a cube of pure ice has been placed. This makes a rich punch, and more water might be added if desired.

RASPBERRY PUNCH.

Into a 12-ounce glass draw 1½ ounces of raspberry syrup. Into this squeeze the juice of one lime and add 1 ounce of grape juice and 1/3 glass of fine ice. Then fill with carbonated water, mix, and decorate with fruit.

SYRUPS THAT WILL DRAW CUSTOMERS.

CHERRY FLIP SYRUP.

Mix thoroughly one-half gallon of champagne syrup, one quart of cherry syrup, one quart of simple syrup, two ounces of fluid extract of wild cherry, and one ounce of fruit acid.

MINT PHOSPHATE SYRUP.

This may be prepared by adding 1 to 2 fluidrachms of peppermint essence (spirit of peppermint U. S. P.) to 1 quart of syrup, and adding 1 to 2 fluidounces of solution of acid phosphate. The mixture may be colored a pale green by adding a tincture made by macerating fresh (green) peppermint leaves with alcohol. In the absence of green mint, some other green coloring may be employed, such as tincture of grass, or solution of indigo-carmine.

This syrup is to be served like the other "phosphates."

HONEY DEW SYRUP.

Maple flavor, 1 ounce; honey, 1 gallon; raspberry juice, 1 quart.

CHERRY NECTAR SYRUP.

Mix thoroughly one and one-half pints of cherry syrup, one pint of pineapple syrup, and one and one half pints of vanilla syrup, and color red if desired. Use in the same manner as other nectar syrups.

MARSHMALLOW SYRUP.

Dissolve 6 ounces of clean gum arabic in 1 pint of cold water. When this is done, beat the whites of from 4 to 6 eggs to a stiff froth, then slowly add 2 pints of syrup, beating constantly. Add the gum solution and continue the beating. Flavor with vanilla or orange extract.

LEMON AND LIME SYRUP.

This syrup may be prepared by mixing equal parts of lime syrup and lemon syrup, or by adding twelve ounces of lime juice to a gallon of lemon syrup. A more preferable way, however, to serve this favorite beverage is to add a few dashes of the fresh lime juice to a portion of lemon syrup, at the time of serving. This makes a fine morning drink, as it helps to "tone up" the system.

LIME JUICE AND GINGER SYRUP.

To 1 gallon of ginger syrup add 8 ounces of lime juice; mix thoroughly. Into an 8-ounce glass draw 1½ ounces of the prepared syrup and fill glass with carbonated water.

CHERRY VELVET SYRUP.

To twelve ounces of cherry juice, add five pints of pure apple juice (sweet cider may be useful), and dissolve in this solution six pints of sugar; add two drachms of essence of bitter almonds, and one ounce of fruit acid.

CHERRY CREAM SYRUP.

To one-half gallon of simple syrup, add eight ounces of freshly expressed juice of wild cherries, one ounce of fluid extract of wild cherry, and one ounce of fruit acid, and mix thoroughly. To serve draw one and one-half ounces into a 12-ounce glass and add one ounce of sweet cream, and fill with carbonated water.

ORANGE MALT PHOSPHATE SYRUP.

Malt extract, thick	4 fluidounces.
Solution of acid phosphate	2 fluidounces.
Pineapple syrup	1 fluidounces.
Orange wine	4 fluidounces.
Orange syrup, enough to make	32 fluidounces.

Serve like other "phosphate" syrups.

CHOCOLATE SYRUP—QUICK, EASY, AND GOOD.

R. P. Daniel, of San Antonio, Texas, writes us that the following recipe produces a rich, cream-flavored syrup that is satisfactory in every way:

Pass six ounces of a good quality of powdered chocolate through a sieve and add ½ fluidounce of tincture of vanilla and 6 fluidounces of water. Mix well in a large mortar, rubbing until all lumps are removed. Then add in small portions, with constant stirring, two parts of simple syrup and transfer to a suitable vessel. Pour half a can of condensed milk into the mortar and thin by the slow addition of sufficient simple syrup to make two pints. Finally mix the two solutions thoroughly.

This syrup should be made at frequent intervals during hot weather as it does not keep well. Boiling the syrup makes it keep better and also thickens it

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

How to Avoid Being "Just Out."—

The following points were made by Charles L. Barrett at the 1914 meeting of the New Jersey Pharmaceutical Association:

"When an article is called for, and the sale of it takes the last package or depletes the stock, put down the name of the article on the want list, before it is delivered to the customer. This can be carried out systematically, without delay in waiting on trade, if a want-book is convenient to the sales counter.

"To take care of the slips of memory, and neglect during rush periods of business, a clerk is designated to go over the cases and sundries drawers each morning and note the wants. Once every month the same clerk goes over the entire stock for wants.

"This may seem to be an unnecessary waste of time, but in my experience it has proved its value in being able to supply the goods—and that is what the public demands.

"In this connection I wish to submit a sample page of my want-book. Columns are provided for name of article, amount wanted, from whom received, and date received. When article is ordered amount is checked, showing the article and amount of it ordered.

"When the merchandise is received the name of firm from whom received and the date are entered. Goods can then be placed in stock. When bill is received, comparison is made with the want-book entries, and if correct a check mark is placed over name of person or firm from whom received.

WANTS.

Amt. Ordered	Name of Article	From Whom Rec'd.	Date Rec'd.
1 doz.	Lyons' Tooth Powder	S. & M.	6-13
4 doz.	Creolin, pts.	A. & M.	6-13
5 lbs.	Boric Acid	A. & M.	6-13
1 keg	Epsom Salt	A. & M.	6-13

"I have found this method saves much time in writing, and does away with goods lying around until invoices are received. It is practical."

Rules for Giving Medicine.—

To insure the intelligent administration of medicine a Detroit druggist encloses a copy of the following rules, taken from a recent issue of the *Modern Hospital,* with each liquid prescription:

Always give exactly what the doctor orders; neither more nor less. Always give medicine on time.

Medicines intended to be taken before meals should be given 20 minutes before meal-time, those to be taken after eating 20 minutes after the meal is finished.

Never give medicine without reading the label twice. When pouring medicine always hold label side up and avoid defacing.

Do not use spoons for measuring, for they are never accurate. Small graduated glasses, which are better, can be bought at our drug store for 10 cents.

Always shake bottle before using.

Bottle should be recorked immediately, as some medicines become stronger and some weaker if left uncorked.

Medicines containing iron should be taken through a glass tube or straw, as they discolor the teeth.

A Forceful Letter.—

V. L. Cole, of Corning, N. Y., recently sent a copy of the following brief but pertinent letter to every doctor residing in the territory reached by his store:

DEAR DOCTOR:

If we prepare the prescription, the patient gets "just what the doctor ordered."

And this applies to *quality* as well as to *substance.*

If the prescription calls for "Tincture of Aconite" or "Tincture of Belladonna," it is filled from a product which has been *assayed.*

If it calls for "Tincture of Digitalis," "Tincture of Strophanthus" or "Fluid Extract of Ergot," it is filled from a product which has been *physiologically tested.*

Our Compound Tincture of Iodine does not precipitate in an aqueous mixture.

Our Saturated Solution of Potassium Iodide keeps until all is used.

Basham's Mixture is dispensed in perfect condition.

We coat pills with salol if you wish.

We dispense oils in capsules which do not leak.

Our Solution of Magnesium Citrate is always fresh, full strength and palatable.

Our ointments and powders are smooth.

We use only *distilled* water in prescription work.

Write for Elixir Calisaya, Iron and Strychnine some time when you want a *clean bitter* tonic.

We have the *stock* and the *inclination.*

Respectfully yours,

Corning, N. Y. COLE'S DRUG STORE.

Included in the letter were two artistically printed enclosures, one calling attention to the high grade of the medicinal preparations dispensed by the store, the other describing an easy method for preparing buttermilk.

Finding Out What Customers Want.—

To supplement the "want books" kept by clerks, a middle-western department store provides cards to be filled out by customers. These cards, says *System,* are placed in racks beside all the elevator doors and convenient to the exits. They are headed as follows: "If we didn't have what you wanted, kindly fill out this card and deposit it in the suggestion box."

Space is left below for the customer's name and address, and a description of the article wanted; and the customer is asked to indicate whether he wants to be notified when the article is in stock, or whether it shall be sent out on approval. Much trade that might slip away is retained by this means.

To Moisten Cigars and Tobacco.—

A simple and effective way to moisten cigars, says the *Canadian Tobacco Journal,* is to fasten a string or wire across the cigar case, near the middle, if possible, dampen a towel, wring out the water so as not to drip, hang the towel across the wire all night after closing, and remove it in the morning. This should be done two or three times a week.

The same method can be used to moisten plug tobacco or long-cut tobacco, and if necessary a large sheet of linen can be hung over the wall case wherein the plug and long-cut tobaccos are kept and removed after five to seven hours. Many a man will go a long distance to get a plug of tobacco or a cigar which is kept in good condition.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following: (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Cough Syrup and Nerve and Bone Liniment.

J. C. says: "I would like formulas for a good cough syrup and for a so-called 'nerve and bone liniment'."

Compound Syrup of White Pine, N. F., makes a customary type of cough syrup. The formula follows:

White pine bark (pinus strobus)	2 2/3 troy ounces.
Wild cherry bark	2 2/3 troy ounces.
Spikenard root	150 grains.
Balm of Gilead buds	150 grains.
Sanguinaria root	120 grains.
Sassafras bark	100 grains.
Morphine sulphate	8 grains.
Chloroform	90 minims.
Sugar	24 troy ounces.
Alcohol,	
Water,	
Syrup (U. S. P.), āā q. s. ad	32 fluidounces.

Reduce the vegetable drugs to a moderately coarse (No. 40) powder, moisten the powder with a menstruum composed of 1 volume of alcohol and 7 volumes of water, and macerate for 12 hours. Then percolate with the same menstruum until 16 fluidounces of tincture have been obtained, in which dissolve the sugar and the morphine sulphate; lastly add the chloroform, and sufficient syrup to make 32 fluidounces, and strain.

The morphine in this formula can be omitted if desirable.

The following has been called "nerve and bone liniment:"

Oil of origanum	1 fluidounce.
Oil of rosemary	1 fluidounce.
Oil of amber	1 fluidounce.
Oil of hemlock	1 fluidounce.
Oil of turpentine	32 fluidounces.
Linseed oil	16 fluidounces.

Mix by agitation.

A red color can be imparted to the liniment by macerating alkanet with the mixed oils and straining.

Renewing Quarter-sawed Oak.

H. G. C. asks: "Can you supply me with a formula for a woodwork renewer to be used on quarter-sawed oak?"

As the first step the woodwork should be cleaned thoroughly by washing with tepid suds, either alone or carrying a little gasoline poured on the surface. Then dry completely and apply the following paste, which is said by the *Journal of the Austrian Pharmaceutical Association* to be one of the best furniture polishes known:

Beeswax	2500 parts.
Potassium of carbonate	25 parts.
Oil of turpentine	1000 parts.
Water (distilled)	4500 parts.

Dissolve the potassium salt in 1500 parts of the water, add the wax, rasped or cut up, and boil together until the wax is partially saponified. Add sufficient water to replace that lost by evaporation, remove from the fire and stir until cold. Now add, little by little, and under constant stirring, the oil of turpentine, and continue to stir until a smooth, homogeneous emulsion is obtained. When this occurs add the remainder of the water at once and stir in. If desirable, a little oil of lavender or other essential oil may be used as a perfume. It should be added with or immediately after the oil of turpentine.

The directions are very simple—apply the paste as thinly as possible over the surface to be polished, then rub off with a soft woolen cloth, using "elbow grease q. s." in rubbing.

Florida Water.

B. E. O. says: "I would like a formula for Florida water."

The following is used extensively:

Oil of lavender	½ ounce.
Oil of bergamot	1 ounce.
Oil of cassia	1 drachm.
Oil of cloves	½ drachm.
Oil of neroli	½ drachm.
Essence of musk	½ ounce.
Alcohol	64 ounces.
Cinnamon water	2 pints.

Mix in the above order.

Another formula is the following:

Oil of bergamot	1 ounce.
Oil of orange peel	½ ounce.
Oil of lavender	3 drachms.
Oil of cloves	1½ drachms.
Oil of cinnamon	15 minims.
Tincture of orris	1 ounce.
Essence of balsam Peru	½ ounce.
Alcohol	30 ounces.

M.

In compounding care should be taken to use exactly the same quantities each time. It is also essential that the oils be of good quality and fresh.

Compound Elixir of Celery.

The H. Drug Company writes: "Will you publish a formula for a so-called 'nerve tonic' containing celery, coca, cola, viburnum, and aromatics?"

The "Compound Elixir of Celery" of the National Formulary is such a preparation. Here is the formula:

Fluidextract of celery seed (N. F.)	1 fluidounce.
Fluidextract of coca (U. S. P.)	1 fluidounce.
Fluidextract of cola (N. F.)	1 fluidounce.
Fluidextract of viburnum prunifolium (U. S. P.)	1 fluidounce.
Alcohol	2 fluidounces.
Aromatic elixir (U. S. P.) q. s. ad	16 fluidounces.

Mix the alcohol with 4 fluidounces of aromatic elixir. To this add the fluidextract of celery seed in several portions, shaking after each addition, and afterwards the other fluidextracts. Finally add enough aromatic elixir to make 16 fluidounces. Allow the mixture to stand twenty-four hours and filter.

As this preparation contains coca it cannot be sold except on physicians' prescriptions, and then only after all requirements have been complied with, without violating the Harrison law.

The Question of a Guaranty.

The M. L. Laboratory Company asks: "What sort of guaranty for preparations is required under the Federal Food and Drugs Act, and how shall we proceed to get a serial number?"

It is not necessary at all, under the Federal Food and Drugs Act, to guarantee any of your preparations. When a manufacturer does guarantee a product it is merely for the purpose of satisfying his distributors, protecting them against legal trouble, and thus earning their good-will. If you do decide to guarantee a product, however, you can no longer get a serial number issued at Washington, and print that serial number on

[illegible] That method was withdrawn by the Government a year or two ago, and the only way now you can issue a guaranty to your dealer is to attach it to each bill of goods. We suggest that you consult your local lawyer about the phraseology of the guaranty. This whole question was discussed at some length on page 307 of the BULLETIN for July, 1914.

About Stock Dip.

B. G. J. writes: "What proportion of creosote coal tar must be added to crude oil to make a standard dip for stock?"

There is no recognized official standard for stock dip, so that to supply a formula for one is manifestly impossible. Then, too, the terms "creosote coal tar" and "crude oil" are used rather loosely, and before we could supply you with a formula it would be necessary to know exactly what you mean by these substances. We might say, however, that we do not think any kind of mixture of these two substances would make a satisfactory dip for animals.

Two formulas for coal tar disinfectants were published on page 274 of the BULLETIN for June, 1915. One of those may answer your requirements.

Liquid Face Powder

C. T. H. P. asks: "Can you tell us how to make a liquid face powder?"

The following formula has appeared in previous issues of the BULLETIN:

Zinc oxide	1 ounce.
Glycerin	½ fluidounce.
Alcohol	3 fluidounces.
Rose-water, qs. ad	8 ounces.

Rub the oxide of zinc with the rose-water to a smooth mixture, strain it through gauze, and add the glycerin and alcohol. Place "shake-well" labels on the bottles.

Ten minims of carmine solution (N. F.) will give a flesh tint to the mixture. For a brunette tint add 10 grains of bole Armenian.

Non-poisonous Bedbug Killer.

E. C. A. writes: "Please supply me with a formula for a non-explosive, non-poisonous bedbug killer in liquid form that I can sell for about 25 cents a pint."

The following might answer your requirements:

To half a gallon of kerosene oil add a quart of spirit of turpentine and an ounce of oil of pennyroyal. This mixture is far less dangerous to use than benzine. The pennyroyal, as well as the turpentine, is not only poisonous but exceedingly distasteful to insects of all kinds. The kerosene, while less fatal to bugs than benzine, is cheaper and safer, and when combined with the other ingredients is said to be equally as efficient.

To Keep Flies and Mosquitoes Away

E. L. V. says: "I would like to know how to keep flies and mosquitoes out of a barn."

First of all, the premises should be made as sanitary as possible, so that the insects will not be attracted. Then spray around the barn and on the animals a mixture of one part crude carbolic acid, one part tanner's oil, and two parts of crude petroleum. A spray of one-per-cent solution of compound cresol solution U. S. P., or a similar coal-tar preparation, has also been recommended. Burning camphor gum or insect powder sometimes gives good results.

Concerning a Treatment For Catarrh.

C. T. H. P. writes: "Please inform me of a reliable treatment for nasal catarrh."

To recommend a reliable treatment for nasal catarrh would be entirely outside of our province. A competent physician should be consulted.

We might say, however, that excellent results in the modern treatment of catarrh are obtained from the administration of catarrhal vaccine. Such treatment, of course, is given only by physicians.

Who Makes It?

M. E. S. says: "I would like to know the name and address of the concern manufacturing 'McLain's Elixir Mint Pepsin'."

If any of our readers know who makes this preparation or where it can be obtained we request that the information be forwarded to us.

R. H. E.—We are not familiar with the composition of the proprietary tablets you mention.

BOOKS

A PRETENTIOUS CATALOGUE.

For 45 years Peter Van Schaack & Sons, wholesale druggists of Chicago, have issued an annual illustrated catalogue. The 1915 edition, which has been in process of construction for several months, is now off the press and is being distributed to customers.

The book, substantially bound in cloth and systematically indexed in classified departments, contains over 1300 pages. It lists and prices almost everything sold through the retail drug trade. Illustrations, many of them in color, serve to give the customer a comprehensive idea of the products.

The present issue, completely revised and recently compiled, contains prices current at the date of publication, so that it can be utilized as an authoritative source of reference by the customers of the house.

Ten pages are devoted to facts on Chicago that are of interest to druggists who depend upon that city for their source of supply. Considerable information of a general nature is also included.

Over 60 pages are devoted to the department of advertisers, wherein may be found offers and descriptions of new goods that are of decided interest to the retailer who keeps his stock up to the minute.

In addition to the general index, the book is divided into departments, so that by means of the indented thumb index the druggist can turn instantly to whatever department he is interested in.

Drugs and chemicals, patent medicines, liquors and cigars, paints, soda fountain supplies, utensils, globes and show jars, sponges and chamois, sundries, surgical instruments, and advertisers constitute the departments into which the book is divided.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio. *Adv.*

TOOL-CHEST DIALOGUE.—"It is 'plane that I love you," he began.

"Is that on the 'level'?" she asked.

"Haven't I always been on the 'square' with you?"

"But you have many 'vises'," she remonstrated.

"Not a 'bit' of it," he asserted.

"What made you 'brace' up?" she queried coquettishly.

"The fact that I 'saw' you," he replied, with a bow.

"I ought to 'hammer' you for that," she answered saucily.

"Come and sit by me on the 'bench'," he urged.

"Suppose the other should 'file' in?" she murmured. "You shouldn't let your arms 'compass' me."

"I know a preacher who is a good 'joiner'," he suggested, and they rushed off for the license. *Houston Post.*

THE well-known brand of Potassium Iodide manufactured by Chas. Pfizer & Co. is especially appreciated by Pharmacists and Manufacturers of Pharmaceutical Preparations who desire an article that is uniformly U. S. P.—*Adv.*

"ACTORS frequently receive unexpected proof of the realism of their art," said Sewell Ford, the author, a few days ago, when discussing the stage with a friend.

"Not long ago," continued Mr. Ford, "on the occasion of Sir Johnstone Forbes-Robertson's presenting *Hamlet*, there were no more interested and absorbed spectators than two newsies in the gallery.

"The youths had been watching the performance with breathless interest. The final act was drawing to a close. The duel almost dragged the lads from their seats.

"Before their eyes the Queen was poisoned, Laertes killed, the King killed, Hamlet killed. On the final tragedy the curtain started down. The audience was spellbound.

"Suddenly a clatter and a clash was heard in the gallery as one of the boys mentioned started for the door.

"'Come on, Jake!' he shouted back to his companion. 'Get a move on yer! Hustle! Dere'll be extras out on dis!'"—*Lippincott's.*

"MANY fish in this pond, boy?"

"Don't know, sir; it wasn't there before the rain last night."—*London Mail.*

Now, take Sunburn—

or any other kind of a burn; dermatitis, poison ivy, insect bites, etc.—

Physicians say there's nothing so comforting; so convenient; so quick-healing and safe, as

Antiphlogistine
TRADE MARK

Spread on **Thick** and—COLD; better **cold** in burns. Takes out the "heat;" relieves pain; saves the skin. Antiphlogistine goes on easy—comes off clean.

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously
For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, · · PITTSBURGH, PA.

A CERTAIN young Omaha woman had a man arrested because he threw her into a bathtub full of water with her clothes on!

Every one to their own opinion, but we hold that the young man was quite modest about it.—*Practical Druggist.*

DURING last year when many proprietary medicines had hard sledding, Pinex sales showed their usual normal, healthy increase. The explanation lies partly in the liberal advertising policy of the company and partly in the fact that the remedy has become recognized as one of the standards found in most family medicine chests and on the shelves of practically every drug store in the country.

As usual Pinex is sold this year under a wide open guarantee of satisfaction or money back. The Pinex Company has never quibbled or delayed in making good its guarantee, and it is now in a stronger position to back up its promises.

The remedy this year is precisely the same as it was last. During the preceding years it has been improved year by year until its producers believe that it has reached as near perfection for its purpose as is possible. There has been no occasion to skimp or drop out any of the ingredients, since The Pinex Company had on hand last year a two-years' supply of all foreign chemicals used and has found no particular difficulty in obtaining additional shipments during the past year.

"DOES any one think your son has a future?"

"Yes; the life insurance companies."—*Life.*

QUINCY SPECIAL SHOW CASES plug the leak in retail merchandising caused by carrying over goods that remain unsold because improperly displayed.

Quincy cases make your stock move quickly and keep your capital working all the time.

Catalogue 22, issued by the Quincy Show Case Works, Quincy, Ill., pictures and describes a full line of trade-provoking store furniture.

Send for it to-day.

TED: How are you progressing in your love affair?

Ned: First rate. Her dog doesn't bark at me any more when I call.—*Life.*

SIX BOOKS, each one of which is of practical value to every druggist, are described in the ad of the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass., which appears elsewhere in this issue.

Turn to the ad now and see if one of the books doesn't contain an answer to the problem that has been troubling you.

"HE comes from a good family."

"Well, he must be a long way from home."—*Life.*

Avail Yourself of our Selling Helps.

Your profits from Diamond Dyes are so steady that possibly you have neglected to keep track of the various means for increasing your sales that exist.

Diamond Dyes

Do you distribute Diamond Dye Girl Calendars to your customers?

Do you put the Diamond Dye Annual and Direction Book in the hands of your patrons?

If you have been neglecting these sales builders, write us for full information as to how to use them to the best advantage.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT.

WITH a manufacturing cost of but two cents a gallon, isn't it decidedly worth while to use distilled water only in the manufacture of preparations at the prescription counter?

Two cents is all it costs to produce a gallon of distilled water of pharmacopœial purity by means of the Stokes Automatic Water Still. An outlay of only $18 secures the still, ready for use.

For complete details address the F. J. Stokes Machine Co., Philadelphia, Pa.

"YES," said the fat man with the gold watchchain spread across his ample waistcoat, "I have two and a half-dozen children."

The other men gasped. Then one of them said:

"Surely—two and a ——"

"Quite so," said the fat man. "Two, and a half-dozen, which is six, makes eight. Two and a half-dozen."—*Tit-Bits.*

THE third big edition of "Window Displays for Druggists" has just been brought out. And fully a third of its contents is new.

The material cost $575, exclusive of editing, typesetting, and binding. You can get it for $1, post-paid, by addressing the publisher, E. G. Swift, Box 484, Detroit, Mich.

You need this book. It will add to your earning capacity. Order it to-day.

"HAS Brown a comfortable income?"

"Large, but not comfortable! His wife knows just how much it is!"—*Puck.*

SEELMAN'S PERPETUAL DATE BOOK serves as a perpetual calendar and register of all important events. It can be used for recording appointments, meetings, dues, notes, legal obligations, contracts, receipts, weather reports, etc.

With it any given day and date for any year is easily found. A comparison with records for previous years is instantly available. It sells readily to any one who desires to keep records of daily events.

To see what the book looks like, and what an excellent side line it will make, send 25 cents for a sample copy to Geo. Seelman & Sons Co., Milwaukee, Wis. Quantity prices will be quoted if you ask for them

---

THE BRIDE: If you ever take to smoking cigarettes I'll leave you.

The Groom: I never cared for them, but they're not hard to smoke and I'll remember your promise.—*St Paul Dispatch.*

GLASS BOTTLES of excellent quality, packed in small cases to prevent breakage and to make handling easier, are offered by the F. E. Reed Glass Co., Rochester, N. Y.

A price list or samples will be sent if you ask.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

WHAT would you do if you saw a house fly? One fellow said he would swat it. Another one said he would stop drinking.—*Retail Druggist*

ON July 9, the Minneapolis Drug Co., northwestern distributers of the Wilmarth Show Case Co., sent its entire travelling sales force, twenty-one strong, in a special car to Grand Rapids to inspect the big factory of the Wilmarth Company.

The visitors were royally entertained by the company, and the inspection of the plant was a veritable revelation to the salesmen.

Sales-manager Morris of the Wilmarth Company, who is also the general superintendent of the factory—conceded to be one of the model institutions in the country for efficiency and for the quality of its output—personally conducted the visitors through the big plant, taking them all the way from the immense lumber yards to the glass department, where the plates are ground, beveled and polished.

HE: So you are going to consider my proposal?
She: I do consider it a joke.—*Chicago Tribune.*

A HIGH-GRADE DRUG-FIXTURE OUTFIT AT LOW COST.—In addition to its present comprehensive line of soda fountains and store fixtures, the Walrus Manufacturing Company is offering a very high-grade mahoganized drug fixture outfit on most liberal terms and at a very low price.

The company says that many special features in material, construction, design, arrangement and finish embodied in the new outfit are unobtainable elsewhere at anything like the same price.

The fixtures are sectional and can be obtained in separate units or complete outfits. The completed outfit, when assembled, loses all semblance of sectional construction.

Large quantity production makes it possible for the Walrus Company to offer the new outfit at an especially low price, and the adequate working capital of the company allows druggists to buy the outfits on time payments if they wish to do so.

If you are interested, write for illustrations and particulars to the Walrus Company, Decatur, Ill., or to any of the company's representatives in all principal cities.

"WHAT does your father do to earn his living?" the teacher asked the little girl.

"Please, ma'am," was the prompt reply, "he doesn't live with us. My mother supports me."

"Well, then," asked the teacher, "how does your mother earn her living?"

"Why," replied the little girl, in an artless manner, "she gets paid for staying away from father."—*London Evening Standard.*

Every Mennen Ad Represents an Investment in Your Business.

Whenever you see a Mennen Ad, either on a billboard or in a magazine, bear in mind that it represents an investment in *your* business, to help you sell more goods and make more money. A portion of each ad is your personal advertising appropriation, because we urge your customers and those not now your customers to go to your store and buy the goods you bought from us. This portion of your share of our advertising is limited only by the amount of business you do. The more goods you sell, the larger the appropriation becomes.

This year the House of Mennen is spending more money to advertise its talcums than any other manufacturer. This advertising is creating a tremendous amount of new business. To get your share and to satisfy your customers, it is necessary that you carry a full line of the Mennen goods. Whatever you now lack can be gotten through your jobber. Better be prepared to meet the demand of your customers.

HOUSE OF MENNEN,

Newark, N. J.

It appeals to the discriminating.

National Bath powder renders hard water soft and imparts an exquisite and refreshing odor to the bath and surrounding atmosphere.

Packed in an attractive container, initial sales are easy, and because of its delightful properties repeat sales are a matter of course.

If your jobber cannot supply you with this 25-cent seller, write to the National Bath Powder Co., Fort Smith, Ark.

NOT ALWAYS.—Papa: "Yes, my son, if you want to learn anything well you must begin at the bottom."

Little Boy: "How about swimming, pa?"—*Field and Stream.*

BOTTLES of flint, amber or green glass are offered by the Whitney Glass Works, of Glassboro, New Jersey.

This concern also manufactures machine-made bottles, both narrow and wide mouth, by the celebrated "Owens" process which produces bottles that are uniform in height, weight and capacity.

If your bottle stock is low, ask for prices.

DOCTOR: I have to report, sir, that you are the father of triplets.

Politician: Impossible! I'll demand a recount.—*Puck.*

THE fifty-sixth session of the University of Illinois School of Pharmacy (Chicago College of Pharmacy) begins September 21, 1915.

The degree of Graduate in Pharmacy is given for the completion of two annual terms of thirty weeks each and requiring students' attendance on three days of each week. The course for the degree of Pharmaceutical Chemist comprises two annual terms of 36 weeks each and requiring the students' attendance on five days each week.

Prospective students who desire an announcement of the school should address W. B. Day, Actuary, 74 East 12th Street, cor. Michigan Boulevard, Chicago, Ill.

MISTRESS: "Jane, were you entertaining a man in the kitchen last night?"

Jane: "That's for him to say, mum I was doing my best with the materials I could find."—*Kellogg's Square Dealer.*

MANUFACTURING CHEMISTS, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue and gelatin manufacturers use Mead Mills for grinding because the mills are simple in construction, have large capacities, are durable and require less power than other mills of similar capacities The grinding is done by impact, there are no friction surfaces.

For an illustrated catalogue of Mead Mills write to Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

DOWNTON: Here comes Blinkers. He's got a new baby, and he'll talk us to death.

Upton: Well, here comes a neighbor of mine who has a new setter dog. Let's introduce them and leave them to their fate.—*Life.*

FOUNTAIN PENS AND PROFITS.—In this advanced age of civilization fountain pens are a necessity, and some line or other is carried by practically every druggist.

In selecting the pen he sells, the druggist should first take quality into consideration, in order to satisfy the desires and demands of his customers. But while thinking of quality, the question of profits also looms up. He wants to sell the best pen and make the largest possible profit thereon.

The Pen with the Magic Button—the "quick selling 'A.A.' self-filler"—skilfully constructed by Arthur A. Waterman & Company, gives universal satisfaction and provides a liberal discount for dealers.

Arthur A. Waterman & Company recently secured a most favorable decision from the Supreme Court of New York County rendered in suit in equity brought by them against L. E. Waterman Company, defendants. The decision is of considerable interest to the trade in view of the following extracts from the record of proceedings:

"This is a suit in equity for injunctive relief to restrain a multiplicity of suits. The relief sought is to perpetually enjoin the defendant from interfering with the rights of the plaintiffs in the use of the name of 'A. A. Waterman & Company' and the letters 'A.A.' in connection with the word 'Waterman;' from bringing actions against persons other than the plaintiffs, by reason of the manufacture or the sale by such persons of fountain pens or parts thereof, bearing the words and letters stated; and from circulating copies of an injunction order heretofore issued in another action, etc.

"The plaintiffs should have judgment on the merits and the counterclaim of the defendants should be dismissed on the merits with costs."

Although the sales of the Arthur A. Waterman & Company have been increasing yearly some retailers have hesitated to handle the line because of fear of litigation; now that the injunction mentioned in the foregoing has been granted every retailer should carry this line.

FIRST TRAMP: "Where did you get your bread?"

Second Tramp: "In the bread line."

First Tramp: "And your clothes?"

Second Tramp: "From the clothes line."—*Hobo News.*

SPECIFY "P-W-R original packages" when you order prescription chemicals or fine pharmaceuticals.

"P-W-R" products are made by the Powers-Weightman-Rosengarten Company, of Philadelphia, and are guaranteed as to quality and purity.

A Decree and PERPETUAL Injunction

Was issued July 21st, 1915, by
the District Court of the United States for the Southern District of New York

against an Infringer of these Trade Marks:

REG. IN U. S. PAT. OFFICE
No. 66108

REGISTERED IN U. S. PATENT OFFICE
No. 51356

REG. IN U. S. PATENT OFFICE
No. 66106

(EXTRACT FROM THE DECREE)

AND IT IS FURTHER ORDERED, ADJUDGED AND DECREED, that A PERPETUAL INJUNCTION be issued in this cause, against the said defendant, James W. Gedney, restraining and perpetually enjoining him, his servants, agents, clerks and workmen, and all persons claiming or holding under or through him, from manufacturing, or using, or selling, or in any way disposing of filled Capsules or medicines having stamped thereon, or affixed, or connected therewith, or with the boxes, packages or wrappers used in connection with the sale of the same, the words and characters "Gedney's C & C (Black) Capsules" or any other imitation or simulation of the complainant's (H. ROLFF PLANTEN-H. PLANTEN & SON) trade-marks C & C and C & C or BLACK, and from advertising or selling the said capsules and medicine to the public or the consumer under such designation, or from in any other manner using, imitating or infringing the complainant's trade-marks. . . . . .

More detailed extract on request.

WE CAUTION THE TRADE AGAINST HANDLING GOODS SOLD UNDER ANY COLORABLE IMITATION OF OUR TRADE MARKS.

H. PLANTEN & SON, "The Pioneer American Capsule House" Founded in New York in 1836. **Brooklyn, N. Y.**

FIVE HUNDRED distinct and individual window trims are possible with each set of Onken interchangeable window display fixture Younits—a different window trim each week for a period of nearly ten years.

Made with "no screws screwing into wood" Onken Younits are practically indestructible. Displays are easily and quickly set up. Any pieces of the outfit not in use can be placed in the hardwood, hinged-lid storage case provided with each outfit.

The cost of the 152 Younits that make up the set is small. $25 buys the recently improved and reconstructed outfit with which 500 trims are possible, making the cost of an individual trim only 5 cents.

A catalogue showing what Onken Younits look like and what they will do for you can be obtained from The Oscar Onken Co., 2121 Fourth Avenue, Cincinnati, Ohio.

LITTLE JOHNNY JONES.

Incorrigible Johnny Jones
Once played a naughty prank,
His mother said, as she prepared
Her hopeful son to spank,
"Though stock quotations I don't read
As brokers do in town,
I feel the shirts are going up
And trousers going down."

—*Northwestern Druggist.*

IF you are in the market for essential oils, vanilla beans, or filter-paper of any kind, let J. Manheimer, 29 Gold Street, New York City, quote you prices.

WELL ADVERTISED, shows a good profit, quality guaranteed—three reasons why it pays to handle the Marvel Whirling Spray Syringe.

Jobbers everywhere sell Marvels, or ask the Marvel Co., 44 East 23rd St., New York.

"You little imp, I know you gave him some encouragement!"

"Yes; I told him faint heart never won fair lady, and sent him a box of strychnine pills!"—*Puck.*

WITH the holiday season but a few weeks away, indications seem to point out that French ivory toilet articles and novelties will be more than ever in demand.

To enable druggists to install well-balanced lines of these popular articles, the Inlaid Co., Inc., Providence, R. I., offers selected assortments of French ivory novelties ranging in price from $30 to $200 each.

The assortments include items that are used on dressers and are always in demand. They give the variety of display that is essential to modern merchandising.

The different articles can be secured in white ivory color or in blue, pink or French amber stock. Fancy frames, clocks, etc., inlaid with gilt, silver, blue, pink, lavender, and solid gold can also be obtained.

To gain an idea of the line before the holiday demand sets in, send for an illustrated catalogue to-day.

75 Per cent of a Store's Trade

is influenced by its appearance. A shop either invites or repels by its general aspect, and this influence affects the old customer as well as the new.

Give your store that look of good cheer which draws permanent and profitable patrons.

WILMARTH Fixtures Will Do It

Eventually—if you stay in business—you'll come to them.
Why not now?

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

Drug Store Equipment from the single case to the store complete

1520 Jefferson Avenue, Grand Rapids, Mich.

New York, 20 West 30th St.
Chicago, 233 W. Jackson Blvd.
Chicago, Fuller Morrison Co.
Boston, 21 Columbia St.
Pittsburgh, House Bldg.
Minneapolis, 27 N. Fourth St.
St. Louis, 1118 Washington Ave.
Des Moines, Shops Bldg.
Salt Lake City, 257 S. Main St.

Made In Grand Rapids

The Underwood typewriter has received the Grand Prize, the highest possible award, from the 1915 Panama-Pacific International Exposition.

That's one of the reasons why the manufacturers say the Underwood is "the machine you wil leventually buy."

For additional reasons write to the Underwood Company, Underwood Building, New York City.

Photographer (to young man): It will make a much better picture if you put your hand on your father's shoulder.

The Father: It would be much more natural if he had his hand in my pocket.—*Argonaut.*

The Hoffmann-LaRoche Chemical Works, New York, announces that despite unsettled market conditions caused by the continuation of the European struggle the prices on "Roche" specialties are the same as were in effect before the war started.

Included in the "Roche" line are Digalen, Pantopon, Sedobrol, Thicol, and Larosan.

"What doctor do you prefer; allopath or homeopath?"

"It makes no difference; all paths lead to the grave."—*Erie Review.*

She: "Cook has spoiled the dinner, dear; will you be satisfied with a kiss?"

He: "Yes; call her in."—*London Mail.*

The Vital Question of Profit Making.—Scarcely one druggist in twenty knows how much money he is actually making. The average man is deceived about his profits anywhere from one hundred dollars a year up to two or three thousand dollars, according to the volume of his business.

"The Druggist and His Profits" is the title of a new book that is worth hundreds of dollars annually to every live pharmacist. It shows a man how he can determine accurately what his profits actually are, and then it tells him how to bolster up these profits if they are smaller than they should be in any department of the store.

This is the most useful book ever written for the druggist. A copy will be sent post-paid for one dollar by E. G. Swift, publisher, P. O. Box 484, Detroit, Michigan.

A Kansas paper reports that a German merchant was asked by a clergyman friend:

"Do you believe in heaven?"

"No," replied the merchant in a decisive manner.

"Do you believe in hell?" asked the preacher.

"Vell," he replied, "I used to didn't, but I do now, for pusiness has gone somevhere, ain't it?"—*Christian Ledger.*

Pure Cotton-Made in the "Sunny South."

"SALCO"

ABSORBENT COTTON

Druggists, Physicians, Hospitals and Families all use "SALCO"

Knowing it to be the finest absorbent cotton. Made from pure cotton just from the snow-white fields of the "Sunny South." Put up under special process in the most attractive sanitary package to be had.

Samples upon request.

Manufactured by SOUTHERN ASEPTIC LABORATORIES, Incorporated

COLUMBIA, S. C., U. S. A.

ALLEN telescopic and Kent patent tops for cans and tooth powder bottles, talcum powder tops, aluminum collapsible drinking cups, plain and decorated collapsible tubes, cast metal sprinklers, soda holders, bitter tubes, and sheet metal goods of all kinds are manufactured by the Consolidated Fruit Jar Co., New Brunswick, N. J.

If you are in need of any of these products, write to the company to-day, asking for prices and further particulars.

As the fair graduates of a business college sat in their white gowns on the platform a charming picture —a rosebud garden of girls, as Tennyson puts it—a gentleman asked the college president:

"And do your young lady graduates prove, as a rule —er—efficient?"

"Efficient? Humph. No less than 82 per cent, sir," the president answered, "marry their employers the first year."—*Washington Star.*

DAY ointment mills grind ointments of various kinds into a smooth paste or mass better and quicker than is possible by the mortar method They are made for hand or power and come in one, two, and four-quart sizes.

The J. H. Day Co., Cincinnati, Ohio, will send prices on application.

HE: "Do you know, I have lately fallen into the habit of talking to myself."

She: "I wondered why you were looking so bored": —*Boston Transcript.*

"PREMATURE OLD AGE—ITS CAUSE AND PREVENTION" is the title of a booklet issued by the Berlin Laboratory, Ltd., of New York, manufacturers of Intesti-Fermin tablets.

The booklet sets forth in an interesting manner the story of the ten years of research by eminent authorities into the causes and preventives of old age and shows how auto-intoxication from intestinal poisoning may be prevented.

Intesti-Fermin tablets, prepared from Bulgarian sour milk ferments, contain the latest discovery of Prof. Elie Metchnikoff which is the bacterium Glyco-Bakter Peptolyticus combined with a pure culture of Bacillus Bulgaricus A—a double culture recommended for intestinal poisoning, auto-intoxication and kindred ills.

Intesti-Fermin is being advertised extensively to the medical profession and the public. You are quite sure to have calls for it and owing to the fact that it pays a good profit you should be prepared to supply the demand.

Samples and instructive literature concerning it will be sent to you if you write to the Berlin Laboratory, Ltd., 373 Fourth Avenue, New York, and mention the BULLETIN OF PHARMACY.

Get the Olive Oil Business this Fall and Winter!

Olive Oil should be one of your very best Fall and Winter lines, and it will be if you secure the profitable exclusive agency which we offer to only one druggist in each locality. We will send letters and convincing advertising matter direct to your customers which will create a demand and sell olive oil for you.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL

comes from the famous Lucca district and is the highest grade Olive Oil that comes to this market. We have imported it for thirty-five years and we fully guarantee its superiority, unequalled quality and purity.

If you want to make your Olive Oil business what it should be in the way of profits and sales, don't fail to write us at once for our exclusive agency proposition. The cold weather will soon be here. Get ready for the demand.

Established 1844

McILVAINE BROTHERS

Drug Importers and Millers

1500 Hamilton St., PHILADELPHIA

Established 1844

Rising Costs.—The greatest problem to-day among retail druggists is "How to Keep Up With Rising Costs." The answers are many, for it is necessary to do many things to increase sales and lower expenses.

One of the things suggested by several writers on the subject is to carry and push nationally advertised goods—goods that the manufacturer not only sells *to* the merchant but tries to sell *for* the merchant by advertising in magazines of national circulation and by furnishing local advertising, such as window displays, imprinted literature, newspaper electros, etc. It takes less time and it is easier to sell advertised goods; consequently fewer clerks are required.

The Conklin Pen Mfg. Co., of Toledo, Ohio, manufacturers of the "Conklin Self-Filling Fountain Pen," use the motto "Service First," and the company's success is apparently largely due to the fact that its motto is lived up to. The service consists, first, of national advertising. The campaign for fall, 1915, is to consist of strong, powerfully-worded advertisements. Conklin advertisements will appear regularly in such high class publications as *The Saturday Evening Post, Collier's Weekly, Literary Digest,* etc. These advertisements will be read by millions of fountain-pen prospects and users located in every city and town in the United States. They should be looked upon by every retailer as his own advertisements because they are bought solely with the idea of helping him sell pens.

To make every dollar spent in this fall campaign yield its utmost returns, the Conklin Company offers its customers an unusually large selection of sales helps, such as special window displays, moving devices, high class imprinted literature, newspaper electros, lantern slides and dozens of other things. No charge whatever is made for this advertising service and any druggist interested in it can obtain a complete description without obligating himself in any way by writing to the Conklin Pen Mfg. Co., Conklin Bldg., Toledo, Ohio.

"Moses had indigestion like you have, mother," announced small Elinor at the Sunday dinner table.

"Why, what makes you think so?" questioned her astonished but sympathetic mother.

"Because our Sunday school teacher said, 'God gave Moses two tablets.'"—*Punch.*

Do you avail yourself of the Diamond Dye selling helps?

Your profits can be greatly augmented if you distribute carefully the Diamond Dye Girl Calendars and the Diamond Dye Annual and Direction Book.

If you have been neglecting these sales builders, write to-day to the Wells & Richardson Company, Burlington, Vermont, and find out how they can be used to the best advantage.

"Can you tell me which class of people lives the longest?"

"Why, centenarians, I believe."—*Dallas News.*

Kwik-lite
THE QUALITY FLASHLIGHT
DESIGNED WITH SKILL
BUILT BY EXPERTS
Whether JOBBER or DEALER you will be interested in the profit possibilities of this latest development in the flashlight field.
Kwik-lite products embrace a complete line of Flashlight Cases, Batteries and Lamps, with many new and improved features in design and finish.
Just off the press—our thirty-two page catalog—it tells the Kwik-lite story. Ask us today for a copy.
THE USONA MANUFACTURING CO., Inc.
1 Hodson Street
New York
315 S. St. Clair St.
Toledo, Ohio

NECCO and Hub Wafers have a powerful reputation and sell like the proverbial hot cakes. To prove it, place a carton of each on your counter and watch the quickness with which they sell.

If not at your jobbers, write direct to the New England Confectionery Co., Boston, Mass.

"CUSTOMER: "D'you mean to tell me you've cuts to suit all purses?"

Butcher: "Why, yes.'

Customer: "Then what have you got to suit an empty purse?"

Butcher: "The cold shoulder, ma'am!"—*Royal Magazine.*

"HAVE you ever heard Jimkins relate about the time he got half-way up Mont Blanc with one of his little nephews and no guide?" asked one man of another.

"How long ago did he tell you about it?" was the evasive reply.

"Last March, when he'd first got home," said the first man.

"Well," said the other, "in eight months since then he has climbed the rest of the way, succored a fainting guide, and survived a snow-storm on the summit, resuscitated two benumbed strangers on the way down, and guided the entire party to the foot, where a group of frantic relatives was waiting."—*Sacred Heart Review.*

WHEN customers ask for an application for sunburn or any other kind of a burn, dermatitis, poison ivy, insect bites, etc., recommend that Antiphlogistine be spread on thick and cold.

Physicians say that it is comforting, convenient, quick-healing and safe.

Jobbers everywhere sell Antiphlogistine, or ask the Denver Chemical Mfg. Co., New York.

OLIVER: What did your father say when you told him I had asked you to marry me?

Natica: Shall I leave out the swear words?

Oliver: Of course.

Natica: Then I've nothing to tell you.—*Dayton Herald.*

"MANUFACTURED expressly for the finest prescription trade" Peerless Brand Corks.

Let the J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y., quote prices.

VISITING an old mate, who had the misfortune to be confined in a Yorkshire asylum, a collier noticed that the large clock in the reception hall was ten minutes slow.

"That clock is not right," he exclaimed.

"No, lad!" was the lunatic's reply. "That's why it's here." —*London Daily News.*

THE SANITARY "DUMORE"

The Electrically Driven Drink Mixer.

The Dumore
advertises your store.

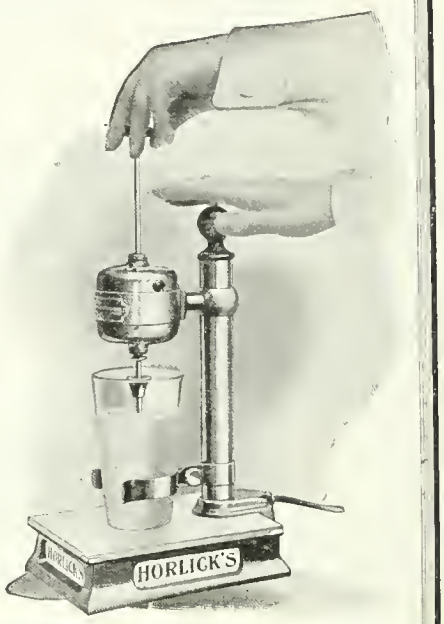
The Dumore
attracts your customers. There are no springs to rust or weaken. There can be no shocks, every part being thoroughly insulated; standardized and interchangeable. It is started or stopped at any point, and the mixing rod and agitator can be detached instantly.

The Dumore
has few parts and they will not get out of order.

The Dumore
is fully guaranteed.

Its base is illuminated.

AN OBJECT LESSON IN SPEEDY AND CLEANLY MIXING.



Wisconsin Electric Co., Racine, Wisconsin.

EMPLOYER: We need a man, sir, who is not afraid of doing dirty work.

Applicant for Summer Job: That's me. I have played on our 'varsity football team for three years.—*Puck.*

STOCKMEN are pleased when you suggest Blackman's Medicated Salt Brick as a worm medicine and stock tonic for horses, colts, mules, cattle, sheep and hogs.

The crumble-proof Brick contains dairy salt mixed with sulphur for a blood purifier, copperas for worms and the bowels, saltpetre for the kidneys, nux vomica for a tonic, and—nothing more. There is no inert or deleterious filler used to give bulk to the package.

The Blackman Stock Remedy Co., Chattanooga, Tenn., manufacturers of the Brick, coöperate with dealers by sending sales-compelling literature to names on your mailing list and by furnishing other attractive advertising helps.

Prices, discounts and full particulars concerning this easy-to-sell 25-cent package can be obtained by turning to the company's ad, which appears on another page of this issue.

"WHY are you so vexed, Irma?"

"I am so exasperated! I attended the meeting of the Social Equality League, and my parlor-maid presided and had the audacity to call me to order three times!"—*Fliegende Blactter.*

HERE is what the Brenard Mfg. Co., Iowa City, Iowa, says that its Trade Extension Campaign will do for you:

"Increase your business from 25 to 50 per cent, get you a lot of ready cash quick, reduce your stock, get full retail price for odds and ends, and do it right now."

Write to-day for a complete explanation of just how this inexpensive sales-making, trade-increasing plan works. It costs you nothing to investigate.

MOST girls like to be squeezed, but it seems that the poor lemon has no choice in the matter; but then for the sake of comparison, did you ever find a lemon that has lain somewhere entirely forgotten, and had become as hard as the proverbial brick-bat? Wonder if it is the same with the fair sex?—*International Confectioner.*

WRITING "D. & O." on your orders for essential oils is a short-cut that secures products of demonstrated purity and guaranteed quality.

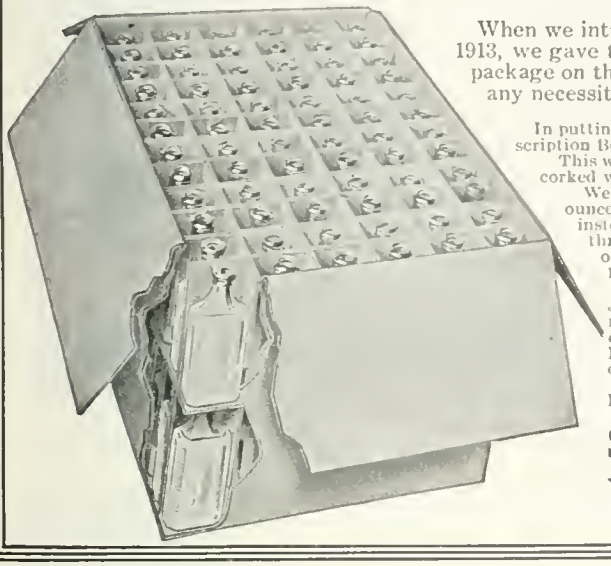
"D. & O." essential oils, bearing the label and guaranty seal of Dodge & Olcott, New York, are obtainable from all wholesalers in original packages of one ounce and upward.

STELLA: What is the rule of three?

Bella: That one ought to go home.—*Evening Sun.*

Machine Made Prescription Bottles in the "GOODSKILL" Package

will revolutionize bottle buying in the drug trade!



When we introduced our Perfect Pakt Prescription bottles in 1913, we gave the druggist the most complete and best medicine package on the market; in fact, many said much better than any necessity called for.

In putting out our new "Goodskill" package of Machine Made Prescription Bottles, we are adopting the same policy of quality.

This ware will be washed and sterilized, and for those who want corked ware, it will be corked

We want you to note the package. Instead of five gross of half-ounce, one gross; instead of five gross of one ounce, one gross; instead of three gross of two ounces, one gross; and so on through the sizes. Note the list: ½, 1, 2, 3 and 4 oz., packed one gross to the box; 6 and 8 oz., ½ gross to the box; 12 and 16 oz., ½ gross to the box; 32 oz., 1/6 gross to the box.

The boxes are of Double Face Corrugated Reshipping Jute each bottle packed so that it has an individual cell and meets the railroad companies' requirements for shipping case. Breakage is eliminated and you don't load up with a lot of undesirable sizes; you only have a very small quantity open at one time.

If you are interested in this package of Machine-made bottles, send us an order with the name of your jobber.

SKILLEN-GOODIN GLASS CO.,

YORKTOWN (Suburb of Muncie), IND., U. S. A.

Manufacturers of Flint Bottles since 1897.

CHEMICALLY pure distilled water for the innumerable uses in the drug-store laboratory can be conveniently and economically prepared with a Barnstead Water Still.

Barnstead stills, particularly designed for drug-store use, are offered in two sizes: the "Druggist's Still," nickel-plated, and with a capacity of one gallon per hour, sells for $25.00; the "Druggist Junior" with an hourly capacity of one-half gallon costs $15.00 if finished in copper, or $16.00 with a nickel finish.

For detailed information address the Barnstead Water Still Co., 51 Chardon Street, Boston, Mass

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A WELL-KNOWN judge of the Court of Sessions was administering the oath to a boy of tender years, and he asked him, "Have you ever taken the oath? Do you know how to swear, my boy?"

The simple reply was, "Yes, my lord; I'm your caddie."—*M. A. P.*

YOUR spare time—what do you do with it?

Why not convert it into money by taking the correspondence course in optics offered by the American Optical College, 15 Wilton Ave., Toronto, Can.

To find out about the opportunities and income of a practical optician send to the college to-day, asking for the special reduced offer and prospectus of the regular $25.00 course.

DE LAYE: They tell me your father's a hard man to trade with; he is always looking for something to boot.

Miss Weeriegh: Then you'd better say good-night. I'm expecting him every minute.—*Philadelphia Inquirer.*

ANNUAL CONVENTION OF THE CARPENTER-MORTON CO. SALESMEN.—The annual get-together meeting of the traveling salesmen representing the Carpenter-Morton Co., Boston, Mass., was held on August 10 and 11 at the Boston City Club.

Thirty-five salesmen, representing nearly every part of the United States and Canada, were present.

Addresses were made by Treasurer George C. Morton, Assistant Treasurer M. Elton Vose, and also by H K. Stroud, vice-president of the Bayer-Stroud Corn., advertising counselors of the Carpenter-Morton Co.

A general discussion of the company's well known products—Campbell's Varnish Stain, Colorite and Cow-Ease—proved very interesting and instructive.

Seventy-five years of successful business life have been completed by this firm; the result of pursuing a consistent and progressive policy, and of giving good values and good service, thus building up an increasing clientele of loyal customers.

"WHAT'S done to kill time in Atlantic City?"

"Oh, the bored walk."—*Judge.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

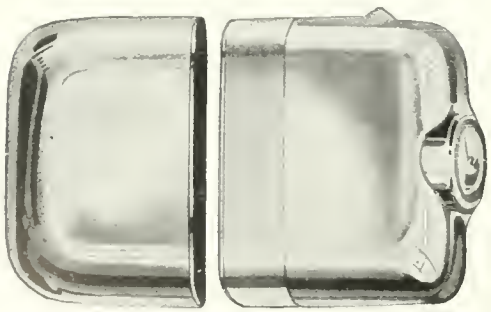
You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

KWIK-LITE PRODUCTS.—Every druggist will be interested in the 32-page catalogue just issued by the Usona Manufacturing Co., 1 Hudson Street, New York City, and 315 South St. Clair Street, Toledo, Ohio. This handsome book fully illustrates and describes Kwik-Lite products, and also gives much valuable flashlight information of general interest. The Kwik-Lite line is new and complete; it covers every flashlight requirement, including cases, batteries, and lamps.

The Telescope Vest Pocket Case illustrated here-



with is unusually neat and attractive; it consists of two parts drawn from solid sheet brass, and constructed so as to telescope at the center. When pushed together they firmly lock; with a slight pressure on the sides they can be pulled apart and the battery easily inserted. There is not a hinge or a clasp on the entire case.

The Kwik-Lite line includes several very practical types of battery lanterns, fiber tubulars, watch-chain lights, headlights for bicycles and boats, and a number of specialties and flashlight novelties, such as gold and ivory tubulars, gold- and silver-plated vest-pocket flashlights, pistol lights, etc.

Kwik-Lite batteries are made for all cases and guaranteed as to life and service. The cases are equipped with mazda lamps, selected with reference to the reflectors in which they are used. A copy of the Kwik-Lite catalogue fully describing the products will be mailed on request.

"SINCE Miss Ann Teek has her electric phaeton she speeds so that she keeps the bicycle cops busy."

"Why does she do it?"

"She says it's so exciting to be chased by a man."—*Evening Sun.*

GOOD containers are a necessity, not a convenience. American Cans are good containers.

They give satisfaction, add to the prestige of your product, eliminate the danger of possible fault or questionable service, and do away with the possibility of pecuniary loss resulting from the use of indifferent containers.

For prices and detailed information write to the American Can Co., at New York, Chicago or San Francisco, or to any of the company's offices located in all large cities.

PFAUDLER Glass Enameled Steel Tanks

Battery of Pfaudler Mixing Tanks in a large Medical Plant.

Storage—Mixing
Filling—Sterilizing

Sanitary—Durable
Non-Corrosive

PFAUDLER TANKS are built for almost every chemical and pharmaceutical purpose, in almost any capacity and dimension.

Our Research Department is maintained for your benefit. Advice is free—and frank.

We have a catalogue for you.
Tell us where to send it.

See Our Exhibit at The National Exposition of Chemical Industries,
Grand Central Palace, New York, Week of September 20th.

Factories:
Rochester
Detroit

THE PFAUDLER CO.

Executive Offices:
Rochester, N. Y.

HE: To-morrow is my birthday.

She: I suppose you will take a day off.

I shall.

And how do you think I celebrate when I have a birthday?

Oh, I presume you take a *year* off.—*Havens.*

AN extensive advertising campaign is bringing the "Pflueger-Bull Dog" brand of fishing tackle to the attention of nearly eight million readers.

Some of these people are customers of your store, and if you carry Pflueger tackle it is a comparatively easy matter to cash in on the proposition. In addition to the national advertising, dealers are supplied, among other helps, with copies of "Tips on Tackle," a little pamphlet of decided interest to all fishermen.

If there are any fish in the waters of your vicinity you can sell "Pflueger-Bull Dog" brand of fishing tackle. A 200-page illustrated catalogue, issued by the manufacturers, will give you a comprehensive idea of the possibilities of the line.

Ask the Enterprise Mfg. Co., Dept. No. 28, Akron, Ohio, for the catalogue and for special discounts to the drug trade.

"WHAT do you expect to be when you come of age, my little man?" asked the visitor.

"Twenty-one," was the little man's reply.—*The Herald and Presbyter.*

PAYING but $4 a month places the famous No. 5 Oliver Typewriter in your store. The Oliver prints medical symbols and has a special device for feeding labels. It has visible writing, marginal release, universal keyboard, etc.

The Typewriters Distributing Syndicate, 1510-53F Wabash Ave., Chicago, offers the No. 5 Visible Oliver Typewriter to you at a saving of $44 and permits you to pay for it in small monthly payments.

Write to-day for the special free-trial offer and full particulars.

WHAT'S IN A NAME?—Much, according to G. E. Cornell, of Parke, Davis & Co., who in adding to his collection of odd names, finds that J. A. Tartre is a dentist at Biddeford, Maine, and that D. D. Smith was for a long time a prominent D.D.S. at Philadelphia.

WHY not make yourself more valuable to your employer and by so doing increase your earning power?

The course offered by the Practical Druggist Institute enables you to study pharmacy at home during your spare time.

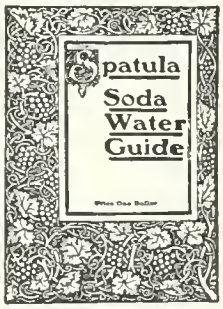
At a small cost you can obtain a complete and thorough course that will prepare you for State Board examinations.

Sample lessons, terms and full particulars can be obtained by addressing the Practical Druggist Institute, 53 Gold Street, New York.

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

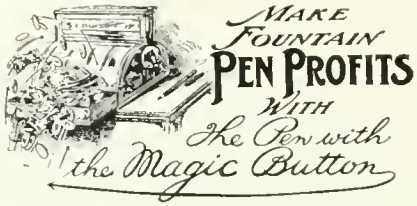
TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞*Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.



Simple
Satisfactory
Material and Workmanship
absolutely guaranteed.

THE A. A. FOUNTAIN PEN
always ready for service.

DIP IN THE INK—TWIST THE BUTTON—IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower end joint, middle joint, and safety fountain pens.

Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
22 Thames Street, - New York City

Not Connected with The L. E. Waterman Company

TROTTER (who has been abroad): So Maud and Charlie finally married?

Miss Homer: Yes.

Trotter: I suppose they are happy?

Miss Homer: Undoubtedfly; they each married some one else.—*Chicago Daily News.*

BEFORE taking the State Board examinations, graduates of pharmacy colleges and other unregistered men should study a copy of "Board Questions Answered."

This book is not a quiz-compend, but is intended to enable prospective candidates for registration to review their knowledge of pharmacy before going against the Board. The complete sets of examination papers used by ten different boards of pharmacy, together with comprehensive answers to the questions, are included in the book.

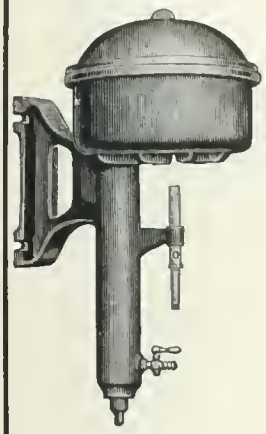
"Board Questions Answered" will be sent to you, prepaid, upon receipt of $1.50 by E. G. Swift, P. O. Box 484, Detroit, Mich.

AFTER a brief two weeks' acquaintance he invited her to go to the ball-game with him.

"There's Jarvis! He's a good one. He's a pitcher for your life. And that's Johnson, over there. He's going to be our best man in a few weeks."

"Oh, Walter! He'll do, all right," she lisped hurriedly, "but it is so sudden, dear."—*Town Topics.*

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

MERCHANT: Yes, we are in need of a porter. Where were you employed last?

Applicant: In a bank, sir.

Merchant: Did you clean it out?

Applicant: No, sir. The cashier did that. *Tit-Bits.*

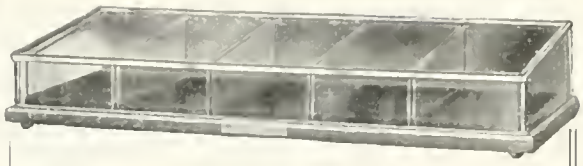
THE House of Mennen says:

"Whenever you see a Mennen ad, either on a billboard or in a magazine, bear in mind that it represents an investment in your business, to help you sell more goods and make more money. A portion of each ad is your personal advertising appropriation, because we urge your customers and those not now your customers to go to your store and buy the goods you bought from us. This portion of your share of our advertising is limited only by the amount of business you do. The more goods you sell, the larger the appropriation becomes."

To get the benefit from Mennen advertising, you should have a complete stock of the Mennen goods. Your jobber will supply any items that are lacking in your stock.

WORLDLY AUNT: See here, Edith! That young man to whom you've engaged yourself—is his future assured?"

Niece: Oh, yes, auntie! He was baptized as a child. *Judge.*



Your customers have read so much about germs they are "gun shy."

Are you taking that fact into consideration in connection with *your* tooth brush display?

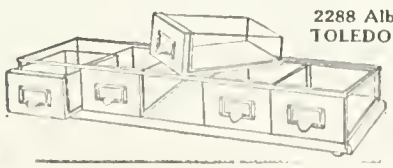
MANY people are more particular about the way their tooth brushes are handled than the way their food is handled. You must convince them that they are handled in a sanitary manner. If you do this they *buy.* If you do not they *don't* buy. And they won't *tell* you why they don't buy, either.

YESBERA
TOLEDO

IF your tooth brush sales are not what they should be one of these new Yesbera tooth brush cases may be just what you need. They are making a big "hit" with druggists, and we are selling hundreds of them. The price is exceptionally low, for they are made out of small pieces of glass that would otherwise be wasted. A small increase in sales will pay for one of these cases in a short time. This beautiful five-compartment case will make sales of tooth brushes that cannot be made without it. We would like to send you full particulars—and surprise you with the price.

THE YESBERA MFG. CO.

2288 Albion St.
TOLEDO, OHIO.



Back view of new Yesbera tooth brush case.

COUPON

THE YESBERA MFG. CO.,
2288 Albion St, Toledo, Ohio:

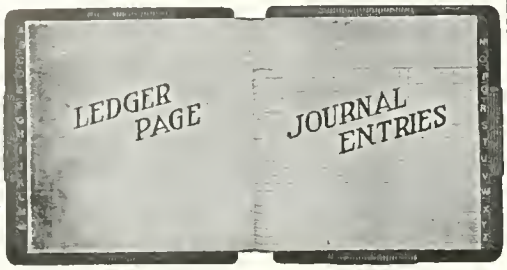
Kindly send us, without obligations, printed matter on the items checked.

- ☐ Aisle Tables
- ☐ Display Soda Tables
- ☐ Tooth Brush Cases
- ☐ Metal Furniture
- ☐ Show Cases

Name

Address

Combined Ledger-
DUPLICATING
Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

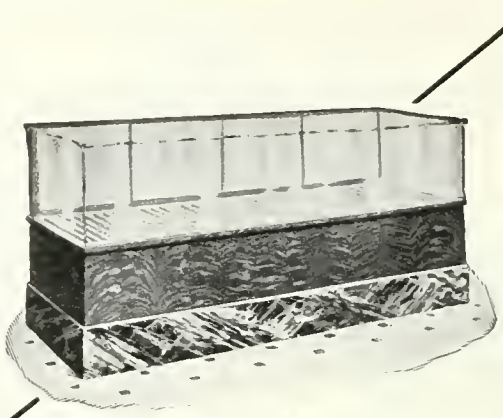
Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN
ESTABLISHED 1842



Plugging the Leak

The biggest leak in retail merchandising is that caused by goods carried over and unsalable.

Make your stocks move *quickly*—keep your capital working *all* the time.

And don't forget that merchandise displayed in handsome, well-set-up, sanitary

Quincy Special Show Cases

steps lively and laughs at markdown sales.

Catalogue 22 pictures and describes our full line of store furniture for all kinds of businesses. Write for free copy to-day.

QUINCY SHOW CASE WORKS
QUINCY ILLINOIS

PITTSBURGH, PA.: 949 Penn. Ave.
JACKSONVILLE, FLA.: 116-118 E. Forsyth St.
WICHITA, KANS.: 301 Beacon Building.
OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.
DALLAS, TEXAS: 406-408 S. Lamar St.

"WHAT did Barker do when he discovered that his wife and chauffeur had planned to elope in his car?"

"He oiled it thoroughly and put it in first-class shape."—*Brooklyn Life.*

ISN'T it worth one dollar a month to get ready-to-use, trade-compelling copy for your newspaper ads, booklets, circulars, circular letters, letters to physicians, folders, mailing cards, counter slips, signs, parcel post ads, own-remedy ads, illustrated window displays, and pictue slide advertising?

For only one dollar a month the Manning Advertising Service, of St. Louis, will furnish copy for every kind of advertising which the busy druggist is likely to need, and will also take up distinct phases of business building, special plans, schemes, etc. The Manning Service is supplied to but one druggist in a locality, so that, if you have it, your competitors cannot duplicate your work.

By tearing off and mailing to-day the special offer coupon attached to the Manning ad, which appears elsewhere in this issue, you are entitled to one month's use of the service, free of charge.

"I HAVE such an indulgent husband," said little Mrs. Doll.

"Yes, so George says," responded Mrs. Spiteful. "Sometimes indulges a little too much, doesn't he?"—*Tit-Bits.*

Side Stepping Competition

There are more than 4000 retail druggists slowly and surely tying the hands of Competition by selling Tampa-Cuba Cigars. Every one's a stockholder in the Tampa-Cuba cigar factory, and gets standard priced cigars at a worth-while discount.

Tampa-Cuba Cigars come in all shapes, sizes and prices. They're known everywhere as "more than a little better" and smokers appreciate that, too.

You can be a stockholder and own a Tampa-Cuba Agency yourself. Just write us and we'll get some interesting information to you, "hot-foot."

The Tampa-Cuba Cigar Co.

Box 938 **Tampa, Florida.**

DIRECTED BY THESE WELL KNOWN DRUGGISTS

H. B. Guildford, Pres., Rochester, N. Y. W. Bodemann, V. P., Chicago, Ill.
J. T. Treasure, V. P., Salt Lake City, Utah. Chas. H. Huhn, Chairman
E. Berger, Secy.-Gen. Mgr., Tampa, Florida. Executive Committee.
T. P. Taylor, Louisville, Ky., Director.

THE PRESCRIPTION BOTTLE YOU HAVE BEEN LOOKING FOR.—Never before, except at considerable expense to the purchaser, have high-grade prescription bottles been offered in such small packages as the "Goodskill" machine-made prescription bottles now come in.

The cases contain, instead of five gross of half-ounce bottles, one gross; instead of five gross of one-ounce, one gross; instead of three gross of two-ounces, one gross; and so on through the sizes. You have only to open a small quantity of each size at one time, and, in addition, it is not necessary to purchase large quantities of sizes that are in very little demand.

Every bottle is washed and sterilized, making it ready for instant use. If desired the bottles can be obtained already corked.

The shipping cases are of double-face, corrugated reshipping jute, with each bottle so packed that it has an individual cell and meets the railroad companies' requirement for shipping cases. Because of the small-size case and specially protected cell for each bottle breakage is practically eliminated.

Light weight, protected packages, making for reduced freight rates; lesser investment of capital, owing to the small number of bottles in each package; and economy in handling, due to the bottles being already washed and sterilized, more than offset the but slightly higher prices charged for "Goodskill" bottles.

If you are interested in superior bottles for your prescription work send an order, with the name of your jobber, to the Skillen-Goodin Glass Co., Yorktown, Ind., or write for further particulars if you want them.

Invest Two Cents And—

Isn't it worth many times two cents to you to learn of a simple and sure way to save at least a quarter—perhaps a half—of what you are now paying for labels?

Will you let the minute's work of writing and the price of a stamp stand any longer between you and information about the modern, efficient label system now used by progressive druggists everywhere?

Invest two cents in a letter (or one cent in post card) to us and we will mail you, free, two books fully describing and picturing the

McCourt Label Cabinet with McCourt Gummed Roll Labels

You can figure for yourself how much you can save from the prices quoted in these books—prices that are keeping many dollars in the pockets of thousands of druggists, large and small, throughout the country.

The McCourt Label System does much more than save on the first cost of labels. The McCourt Cabinet does away altogether with label drawers, mussed, stuck together and lost labels. Saves you and your customers much time and annoyance every day.

You need not take our word or even the word of the many enthusiastic users for the better paper, printing and gumming of the McCourt Labels. For 15c in stamps (to cover postage and handling) with your card or firm name, we will forward 500 shop labels in roll form—printed in two colors, perforated and enclosed in a cardboard case.

Invest your two cents (or 15c more to test the labels) to-day, and write to

McCourt Label Cabinet Co.
47 Bennet Street, Bradford, Pa.

You should know about our money-saving pill and powder box service for all McCourt customers.

The Brenard Trade Extension Campaign will increase your business from 20 to 50 per cent—it will get you a lot of ready cash quick—it will reduce your stock, getting full retail price for your odds and ends—and do it right now.

Increases His Business 50 Per Cent

M. H Brand writes:—"We increased our business over 50 per cent, and on the closing days of our campaign our cash sales were more than twice as great as two weeks of regular business."

$1,422.28 Cash Receipts In One Day

W. H. Spillers writes:—"We closed with your plan in great shape Last day's cash receipts $1,422.28."

It is a sales-making, trade-increasing plan that will get you more business than trading stamps, premium china, etc., and do it for less money.

Write to-day for a full and complete explanation of just how the plan works.

Remember it costs you nothing to investigate it first. Write to-day to

BRENARD MFG. CO.
IOWA CITY IOWA

You Cannot Lose a Cent

This old, strong company, which never quibbles nor side-steps, puts the most positive kind of a guaranty

on Pinex

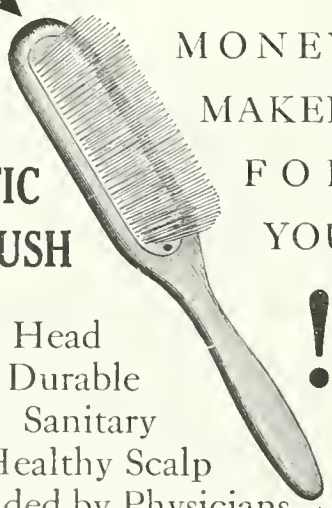
"Complete satisfaction or money back" goes with every package, and we stand behind you for the full retail price. No lost profits. Pinex sales increase steadily year by year. It's as staple as cotton, wheat, or sugar.

The Pinex Company,

Ft. Wayne, Ind.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD MONEY MAKER FOR YOU!



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout the United States. Send for Samples and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St., - BOSTON, MASS.

DUST-, moisture- and shock-proof, with no metal corners and no metal fasteners to cause breakage, "Bryan" show-cases are splendid business-getters that display your stock to the best advantage.

"Bryan" cases, made by specialists, can be obtained in any length to fit any space. They are artistically beautiful and mechanically perfect.

If you are planning to install new fixtures this fall in order to increase your winter business you should write to the Bryan Show Case Co., Bryan, Ohio, and ask for illustrations and specifications of "Bryan" cases.

A WEDDING company on its way to the registrar's office had to cross a river in a skiff, when as luck would have it the bridegroom fell into the water.

Wringing her hands, the bride cried out that somebody should save her beloved.

"What for?' asked one of the company. "He's a good swimmer."

"That's just it!" cried the bride. "Don't you see that he is swimming toward the other bank?"—*Chicago Sun.*

SPECIFYING "Trefoil" corks on orders sent to your jobber is a short-hand method for ordering prescription corks of excellent quality.

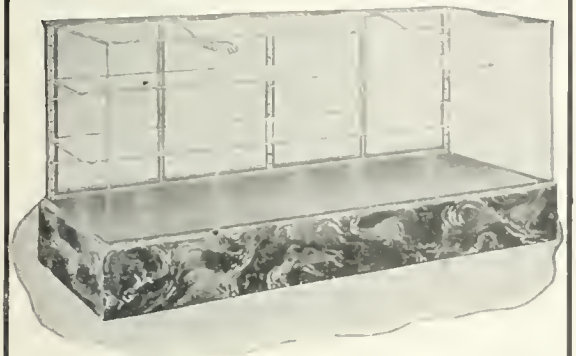
"Trefoil" corks are made by the R. W. McCready Cork Co., Chicago, Ill.

New Departure in
ALL-GLASS SHOW CASES

NO METAL FASTENERS, NO METAL CORNERS — and — NO BREAKAGE

DUST-PROOF, MOISTURE-PROOF — and — SHOCK-PROOF.

Manufactured under the Original Weber Patents.



MADE IN ANY LENGTH and TO FIT ANY SPACE

Artistically Beautiful Mechanically Perfect

This is one of the modern models of display fixtures that has given the name "Bryan" a reputation for Quality in Fixtures.

OUR MECHANICS ARE SPECIALISTS

Let us confer with you when you need additions or contemplate changes.

The Bryan Show Case Co., Bryan, Ohio

Here They Are

—Necco and Hub Wafers. Whether you handle these famous confections or not, you must admit that they have a powerful reputation.

Place one carton on your counter to-day. The quickness with which they sell is proof of popularity and profits. If not at your jobber's, write us direct.

NEW ENGLAND CONFECTIONERY CO.
Boston, Mass.

Necco Wafers
Glazed Paper Wrapper

Hub Wafers
Transparent Paper Wrapper

BAKER: How did you find out their stock was watered?

Barker: I dabbled in it.—*Life.*

———

TO INCREASE FALL AND WINTER TRADE.—Because of its high nutritive qualities and because it costs no more than other foodstuffs having decidedly lesser food values, olive oil is particularly valuable as an addition to the family table during the cold fall and winter months when the body demands a food that will give health and strength in the largest measure.

Housewives realize this, and as a result there is a very lively demand for a high-grade olive oil that can be bought at a reasonable price.

Such a high-grade product is McIlvaine's Finest Cream Lucca Olive Oil. The oil comes from the famous Lucca district and has been recognized for over 35 years as one of the finest olive oils that comes to the American market. It is imported in glass and tin only, thus assuring the customer that he is getting a pure and uncontaminated product.

McIlvaine Brothers offer the agency for their oil to one good druggist in each town and help him promote sales by sending circular matter to prospective customers and by furnishing window and counter displays together with attractive advertising literature.

To get the agency for your town, turn to the ad of McIlvaine Brothers, 1500 Hamilton Street, Philadelphia, which appears on another page of this issue, and mail the coupon.

MONEY SAVED
BY BUYING VICTOR SECTIONAL DRUG OUTFITS

VICTOR SECTIONAL DRUG OUTFITS supply everything in fixtures for drug stores at 10% to 20% less cost than similar outfits made to order.

These sectional outfits—richly and exclusively designed, and finished in Golden Oak, are constantly carried in stock, ready for immediate shipment. This prevents delay in filling orders—a thing that busy business men appreciate. Other finishes to order.

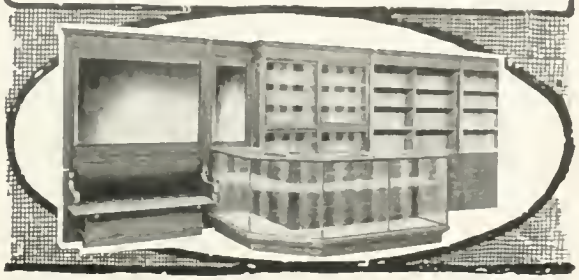
No matter what your store—large, small or irregular in shape—there is a Victor Combination that will exactly meet your needs.

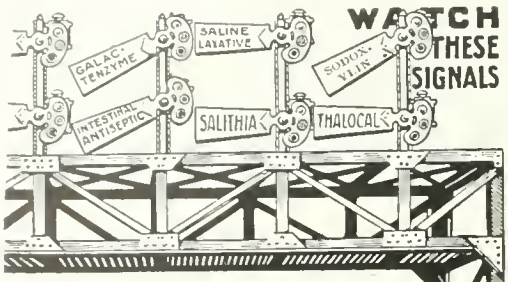
The fixture illustrated below represents the front end of a drug store, fitted completely with our popular Victor style. Nothing more attractive can be imagined. All Victor outfits conform in every way to the high Benderscheid standard.

Write to your jobber for our catalog No. 11, containing photographs, specifications and full particulars.

BENDERSCHEID MFG. CO.
2800-2826 N. Ninth St., ST. LOUIS, MO.

The only exclusive manufacturers of Drug Fixtures and Show Cases in the United States.





Stop! Look! Listen!

Summer time is bowel time. There will be more intestinal diseases in the next few months than in all the rest of the dear together. That means a big demand for bowel remedies.

Be Prepared for the Demand

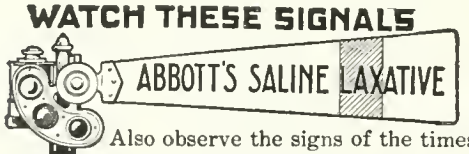
Lay in an *ample* stock of the *best* remedies. Abbott's preparations (signalled above) are the best in every respect—highest quality and efficiency, largest demand, biggest percentage of profit. They are the ones that will be called for the most, and that you will make the biggest money on, IF YOU HAVE THEM IN STOCK.

"There is a tide in the affairs of men"—you know the rest. This is the tide. Take it at its flood.

Your Jobber is Stocked. *Price List on Request.*

THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

WATCH THESE SIGNALS



Also observe the signs of the times.

And, incidentally, keep your eye on the "main" chance.

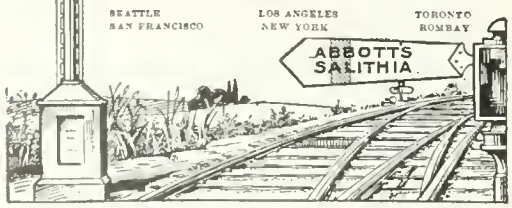
In the next few months of the year there will be more bowel trouble than in all the rest of the year together, and more bowel remedies called for. It is the season, of all seasons, to CLEAN OUT, CLEAN UP, AND KEEP CLEAN. Which means ABBOTT'S SALINE LAXATIVE, INTESTINAL ANTISEPTIC (W-A) and GALACTENZYME.

Your discount is 15 per cent.

Don't be caught napping. Get wise. Lay in a stock of all three of these remedies. So will you fill your customers' demands and your own exchequer, two legitimate and highly desirable ends.

YOUR JOBBER IS IN STOCK
COMPLETE PRICE LIST ON REQUEST
THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

SEATTLE SAN FRANCISCO LOS ANGELES NEW YORK TORONTO BOMBAY



POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

HOBBS: "You're familiar with the Bible; what did the foolish virgins say?"

NOBBS: "What's trumps?"—*London Mail.*

THREE HUNDRED AND FIFTY ideas, every one of them practical and of proved value to retail druggists, and every one of them costing one dollar to obtain, are contained in the book "350 Dollar Ideas for Druggists."

You can get this book, filled with descriptions of dispensing, manufacturing, advertising, bookkeeping, window display and business-bringing methods, for only one dollar.

Send the dollar to E. G. Swift, P. O. Box 484, Detroit, Mich.

MISTRESS: Bridget, it always seems to me that the crankiest mistress gets the best cooks.

COOK: Ah, go on wid yer blarney.—*Des Moines Register.*

FOR only one dollar you can get an outfit that will enable you to letter off-hand your own show-cards, posters, price tickets, etc.

The outfit consists of three marking and three shading pens, together with two shades of lettering ink, sample show-card in colors, complete instructions, figures and alphabets.

Send the dollar to the Newton Automatic Lettering Pen Co., Dept. R, Pontiac, Mich.

Every Druggist Should Sell and Recommend

EX-LAX

The Sweet Chocolate Laxative

Because every box of EX-LAX sold on his recommendation brings back to his store a satisfied customer.

10c, 25c and 50c Boxes

Ex-Lax Manufacturing Co.

29-31 DeKalb Avenue - Brooklyn, N. Y.

Chicago Office: 2245 Iowa Street
San Francisco Office: 1119 Fillmore Street

PRAT-DUMAS FRENCH FILTERING PAPER

We are the sole agents for U.S.A. for this famous brand, and you can be sure of obtaining the original-genuine by looking for our blue guarantee stamp.

SOLE AGENTS
E. FOUGERA & CO. INC.
90 BEEKMAN ST, NEW YORK
INSIST ON THE GENUINE

It's easy to sell the Emerson Sanitary Pneumatic Hair Brush to your customers. The many apparent advantages make it of popular appeal.

The brush is of attractive appearance, sanitary and durable, and sells for a popular price. It is pneumatic, making it soft and non-irritating to the scalp. Its use is cooling to the head and soothing to the nerves.

To introduce the Emerson Pneumatic Brush to BULLETIN readers, H. P. Emerson & Co., 33 Kingston Street, Boston, Mass., offers to send samples, prices and full particulars. Write for them.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING

We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

"NATURE makes nothing in vain," said the philosopher.

"Perhaps," answered Colonel Stilwell. "Though I can't quite explain the presence of a great big beautiful mint bed in a local option county."—*The News.*

"MADE from pure cotton just from the snow-white fields of the 'Sunny South,' and put up under special process in attractive, sanitary packages," "Salco" absorbent cotton appeals alike to physicians, hospitals, nurses, and families.

For samples, prices and full particulars of "Salco" absorbent cotton, address the Southern Aseptic Laboratories, Inc., Columbia, S. C.

$4 A MONTH
Buys This Visible OLIVER Typewriter

Unusual offer. Medical model for physicians and druggists. Printing the medical symbols and feeding labels. We are selling the famous Oliver No. 5 at a greatly reduced price. You save $44.00. We have no salesmen, no commissions, no branch houses. All this extra saving is yours. We give you a FREE TRIAL first, before you pay us a cent!

FREE TRIAL, NOTHING DOWN!

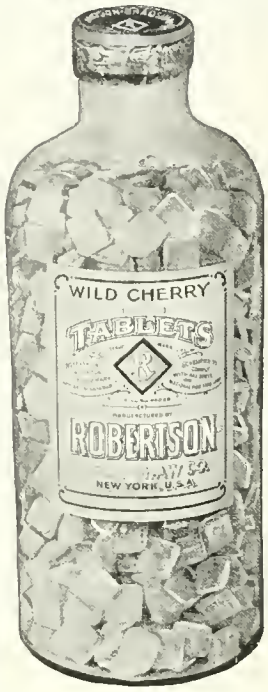
If you decide to keep it, send us as low as $4 per month. This is the standard Oliver, fresh from the factory, with all the Oliver features—visible writing, marginal release, universal keyboard, etc. Don't buy till you have seen our Free Trial Offer and remarkably low price. Write us now, before you forget it.

(314)

TYPEWRITERS DISTRIBUTING SYNDICATE

1510-53F Wabash Ave., Chicago

ROBERTSON'S FRUIT TABLET



5 LBS.

flavors seldom found except in the original fruit.

Made in 25 different flavors.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON'S fruit tablets keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

If not at your jobbers, write us direct.

Robertson Candy Co.

Robertson-Bradshaw Co.

NEW YORK CITY.

ESSENTIAL OILS

THE D & O BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.

NEW YORK

ADMIRER: "Do you ever paint pictures in the nude?"
Artist: "Oh, hardly! I usually wear a working jacket."—*Yale Record.*

IF there was a firm somewhere in the country selling gold dollars for one cent each it wouldn't do you any good unless you got into touch with that company. It wouldn't benefit you very much if you only read the company's advertisements.

Did you ever stop to think that you may be missing the very thing that is making the other fellow prosperous simply because you don't take the trouble to investigate propositions which you see advertised right here in the BULLETIN OF PHARMACY?

A case in mind is that of the Practical Advertising Company of Springfield, Ill. This concern has a unique and original plan for increasing the sales of druggists. It is the "Booster Club Campaign," which hundreds of druggists and other merchants are using to fill their cash registers and swell their bank accounts. It is a plan whereby you are enabled to get "Boosters" all over your town and through the country districts that bring good cash customers to your store.

Surely, a plan that will stir up such enthusiasm, and which has brought in the dollars for other merchants, is worth the expenditure of a two-cent stamp and the little time it takes to write for particulars.

Turn to the announcement of the Practical Advertising Company in this issue of the BULLETIN and send the coupon to-day.

What the Medical Profession Endorses Your Customers will Buy.

Probably no scientist in the world has so aroused the interest and won the confidence of the general public as Prof. Metchnikoff. The ingredients contained in

INTESTI-FERMIN

are the result of ten years of research into the causes and preventives of premature old age. Unqualified assurance is given that INTESTI-FERMIN will benefit whoever uses it.

The people believe this message, as contained in our advertisements of INTESTI-FERMIN. It will pay you to stock it at once. Send for samples and literature.

THE BERLIN LABORATORY, Ltd.,

373 4th Ave., NEW YORK.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

ELECTRICALLY DRIVEN, the sanitary "Dumore" drink mixer has few parts and they will not get out of order.

The "Dumore" has no springs to rust or weaken; there can be no shocks, for every part is thoroughly insulated. It starts or stops at any point, and the mixing rod and agitator can be detached instantly.

A "Dumore" on your counter enables you to mix all kinds of drinks perfectly and expeditiously. It advertises your store and attracts customers.

Let the Wisconsin Electric Co., Racine, Wis., tell you about the "Dumore." A postal card will get you the information.

"Do you boys expect to catch anything in that filthy pond?"

"No, sir. We've been vaccinated."

EASY to take (children like it), and still easier to sell—Ex-Lax, the sweet chocolate laxative.

Three popular, quick-selling sizes, 10, 25 and 50 cents.

Liberal discounts to the trade.

Ask the Ex-Lax Manufacturing Co., 29-31 De Kalb Avenue, Brooklyn, N. Y.

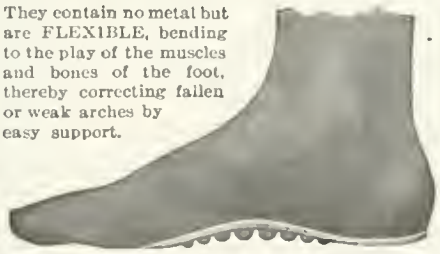
"DON'T you want to see so many of these clever, talky women at the polls?"

"Yes, North and South."—*Life.*

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

THE SUMMER HEAT

develops and aggravates numerous gastro-intestinal disturbances. In such conditions particularly

PHYSICIANS RECOGNIZE

the dependable efficacy of America's best known laxative

PLUTO WATER

Supplement the demand thus created by regularly using our ever attractive counter and window displays. Sent free, prepaid the exact moment we know you stock Pluto. Write TO-DAY direct to

French Lick Springs Hotel Co.

FRENCH LICK, INDIANA

Philadelphia College of Pharmacy.

"A COLLEGE OF PHARMACISTS, BY PHARMACISTS AND FOR PHARMACISTS."

The Philadelphia College of Pharmacy offers a two-year course in Pharmacy leading to the degree of Graduate in Pharmacy (Ph. G.), and also a three-year course leading to the degree of Doctor of Pharmacy (Phar. D.) for those who wish more advanced instruction.

The Philadelphia College of Pharmacy has unexcelled equipment. The Faculty are men of international reputation as teachers. The courses of instruction are original, practical and up to date.

P. C. P. graduates have preference everywhere in securing employment.

For Catalogue and fuller information, write to

JACOB S. BEETEM, Registrar

145 North 10th Street, - - PHILADELPHIA, PA.

BUILDING A REPUTATION

EVEN the glass stoppers in high-grade perfumes are chosen with care, because hard-headed manufacturers know that appearance goes hand in hand with quality to make reputation. Isn't it important then that you exercise as much or more care in choosing corks for your prescriptions—on which your professional reputation so largely depends?

CIRCLE Ⓐ CORKS

The Standard Prescription Corks of America

have earned their reputation for quality and uniformity as the result of our constant effort for 28 years—and it's a safe bet that we're not going to let up at this late date. Therefore, when you say "Circle A Corks" to your jobber, you take no chances. Every cork you get will measure up to the highest professional requirements.

A sample package of 100 Circle A Corks in sizes from 2 to 6, will be sent, postpaid, on receipt of 20 cents in coin or stamps.

Armstrong Cork Company
113 Twenty-third Street
Pittsburgh, Pa.

MRS. HICKS (relating burglar scare): Yes, I heard a noise and got up, and there under the bed I saw a man's' legs.

Mrs. Wicks: Mercy; the burglar's?

Mrs. Hicks: No, my husband's—he had heard the noise, too.—*Boston Transcript.*

THE drug journals of the country are now publishing very laudatory notices of a new book entitled "The Druggist and His Profits." This book was written by Harry B. Mason, Editor of the BULLETIN OF PHARMACY, and it ought to be in the possession of every drug man in the United States.

The volume first tells how, by a simple system of records, a druggist may arrive exactly at his percentage of gross profit, his percentage of expense, and his percentage of net profit. It next tells him how to apply this knowledge in the detailed and systematic improvement of his business.

A copy of the book will be sent post-paid for one dollar by E. G. Swift, publisher, P. O. Box 484, Detroit, Michigan.

"I LOVE you devotedly, madly!" lyrically declaimed the ardent swain. "To be your companion through life, darling, I would gladly sacrifice everything: friends, relations, ambition, honor, fortune——"

"Didn't know you had all those nice things!"—*Sporting Times.*

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons, and all whose digestive functions have become weakened by accident, pain or illness.

¶ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

Druggists' sample, with literature mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

8tU.S.

FINANCIAL genius is getting down to a fine point. A Chicago man forged a Chinese laundry check and walked off with another fellow's shirts.—*Atlanta Constitution.*

THE Seneca Camera Manufacturing Co., Rochester, N. Y., has just introduced a vest-pocket camera that is a beauty. It is called the "Little Indian" and takes a picture 1⅝ by 2½ inches. A half-size illustration of the new camera will be found in the Seneca advertisement elsewhere in this issue of the BULLETIN.

Although the picture which it takes is a small one, the "Little Indian" is equipped with such splendid lens and shutter that every detail comes out clearly, making the pictures especially fine for enlargements.

The "Little Indian" is simple to operate. The front pulls out straight into exact focus, and the back is removed for loading exactly on the same principle as the big Senecas.

Fall is a splendid time to sell cameras and, remember, they make a fine holiday line. Read the liberal Seneca offer to send a $50 assortment on approval and then mail the coupon which appears at the bottom of the advertisement.

"I BUILT my new suburban cottage on a bluff."

"What is it called?"

"It wasn't called at all. That's why I built the cottage."—*Baltimore American.*

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-powder Bottles.
Talcum Powder Tops.

Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF

Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Biller Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway

Worked Wonders for Miss Annie Mule

"IT'S WURMS DOCTOR I FEEL 'EM CRAWLIN"
TAKE DR BLACKMANS MEDICATED SALT BRICK
DR BLACKMANS MEDICATED SALT BRICK
A WORM MEDICINE AND STOCK TONIC SOLD ON A GUARANTEE
"OH! YOU DARLING BRICK"
THREE WEEKS LATER

A DOCTOR WITH PLENTY OF "HORSE SENSE" GUARANTEED THE BRICK DID THE TRICK

Drop Brick In Feed Box-It Will Do The Rest

FROM A DEALER.

I have used your MEDICATED SALT BRICK for the past few months and find it convenient to give, no waste, practically inexpensive, and I believe it to be the very best Stock Remedy I ever used. Several stock men who have tried the brick are highly pleased with the results.

G. F. RODDY,
Centralia, Mo., Sept. 16, 1913.

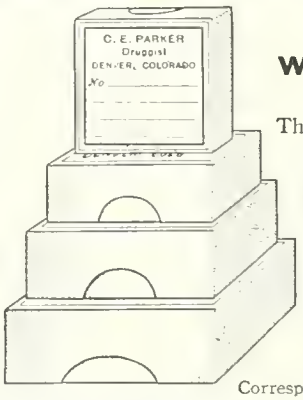
Delivered price, $5.00 per case of 30 brick. Quantity discount 2% on 2 cases; 5% on 5 cases; 8% on 10 cases; and 10% on 20 cases. Half of the above discounts west of the Mississippi River and south of Jacksonville, Fla.

Our Medicated Salt Brick is a big success that repeats and never quits repeating.

We will write up mailing lists of 50 names of stock owners for each case ordered, up to 10 cases.

Why not sell it? It's a money-maker.

BLACKMAN STOCK REMEDY CO.
CHATTANOOGA, TENN.



OUR SQUARE TELESCOPE BOXES

Will Replace the Round Pill Boxes in Every Instance When Given a Fair Trial

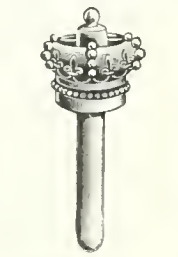
The cost is low, (compare our prices with what you are paying now for round boxes) the label is better shaped for writing, and it makes a neater package.

CAN ALSO BE USED FOR POWDERS.

With over thirty years experience in the label and box business, we feel "fit" to handle anything in this line and solicit your trial order. Catalogue for the asking.

MERCHANTS PUBLISHING CO.
LABELS, BOXES and STATIONERY
BY ALL PROCESSES
KALAMAZOO, MICH.
Correspondence solicited with salesmen calling on Drug Trade

No.	Per Gross	With Printed Labels Attached 1 Gr.	3 Gr.	6 Gr.
29 Sq.	.65	1.75	@1.10	@1.00
30 Sq.	.65	1.75	1.15	1.00
31 Sq.	.65	1.85	1.15	1.00
31X Sq.	.70	2 00	1.30	1.10



OUR NEW

Plug Sprinkler

Is Absolutely LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes for which tubes are used.

METAL SYRINGES, SUPPOSITORY MOULDS,
Over 200 Shapes and Sizes.

HAND PILL MACHINES.
TIN SPOUTS
For Bug Poison.

ASK FOR SAMPLES PRICES CATALOGUE

A. H. WIRZ

Incorporated
CHESTER, PA.

MORE PROFITS FOR YOU.—The big drive in the national advertising campaign of Eveready Flashlights will direct customers to dealers' windows from October 1 to 9. Leading publications will carry striking announcements, and all you have to do to take advantage of this advertising to increase your profits is to have a display of Eveready Flashlights in your window.

Four thousand dollars in prizes is offered to dealers and clerks for window displays and clerk sales during the drive. You can get your share if you are willing to coöperate.

The campaign will create many new customers for the flashlights, and every sale means a permanent customer gained for Tungsten batteries and Mazda lamp bulbs that the customer will need to keep his light in operation.

To get complete information about the dealers' and clerks' prices, or to find out about the special trial order proposition on Eveready Flashlights, write your name and address on the margin of the advertisement of American Ever Ready Works, Long Island City, New York, which appears on another page of this issue, and mail it to the company to-day.

BARBER: "Hair getting thin, sir. Ever tried our hair preparation, sir?"

Customer: "No, I can't blame it on that."—*Harrisburg Patriot.*

THE HOME OF

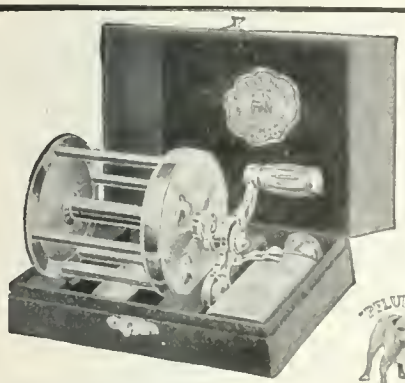
FRENCH IVORY TOILET ARTICLES AND NOVELTIES

BRUSHES, COMBS, MIRRORS, MANICURE SETS, CLOCKS, TRAYS, FRAMES, CUSHIONS, JEWEL BOXES, PUFF AND HAIR RECEIVERS, ETC.

THE INLAID CO., INC., PROVIDENCE, RHODE ISLAND, U. S. A.

MANUFACTURERS

New York Office - 200 Fifth Avenue, Room 450



Patented Jan. 22, '07, March 10, '08 Dec. 29, '14.

The Latest "Gift and Side Line" Article. Put up in Druggists' Display Cases.

The "PFLUEGER-REDIFOR"

Anti-Back-Lash Casting Reel

Nothing shows outside—nothing to get out of order inside—no wires to fray the line—makes casting a real pleasure for beginners as well as experts. It cannot break or get out of order, and requires no adjustment. Automatic Thumbers, attached to the flange of the spool enclosed within the reel, free from all dirt and possibility of damage, thumb the reel mechanically, retarding the spool as the bait slows down.

This reel is made of best German Silver, satin finish, has genuine Scarlet Agate Jewels, balanced crank, fluted Pyralin Amber Handle, with Phosphor Bronze Bearing, and adjustable front sliding click and drag.

This reel will hold from 60 to 100 yards according to size of line used. Price, **$7.50.** (Fully guaranteed against defects of all kinds for all time.)

NOTICE: Druggists—Send for illustrated price list and discounts. Good profits.

THE ENTERPRISE MFG. CO., Dept. No. 28, AKRON, OHIO.

Largest Manufacturers of Fishing Tackle in the United States.

SUCCESSORS TO AMERICAN FISH HOOK CO. - - - ESTABLISHED 1864.

THOUSANDS of the country's shrewdest business men pay sums aggregating millions of dollars each year for the privilege of consulting with experts regarding various features of their business. The high-priced services of experts in accounting, manufacturing, sales and advertising pay big profits to the men who hire them.

You have the opportunity to engage the services of the best experts in their line in the entire world, and who will give you some valuable advice about one of the most important phases of your business—and their services will be rendered *absolutely gratis.*

Every man who knows the name of the president of the United States knows of the Edison Lamp Works of The General Electric Company, Harrison, N. J., which in thirty-six years has made over *five hundred million* incandescent lamps. It goes without saying that the lighting engineers of such a company know something about effective store lighting that it will pay you to find out.

If you will turn to the full-page announcement of the Edison Lamp Works in this issue, you will find that BULLETIN readers are offered the benefit of the broad experience of their experts in solving lighting problems. Write them about your store and see what suggestions they can offer to make your store more attractive. It is surely worth while.

"THE man I marry must have common sense," she said haughtily.

"He won't," replied he bitterly.—*Denver Clarion.*

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

DIGALEN **"ROCHE"**

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

A Scottish parson, still on the under side of forty, was driving home from an outlying hamlet when he overtook a young woman. He recognized her as the maid of all work at a farm which he would pass, so he pulled up and offered her a lift. Mary gladly accepted the offer, and they chatted pleasantly all the way to the farm gate.

"Thank you, sir," she said, as she got down.

"Don't mention it, Mary. Don't mention it," he told her, politely.

"No, I won't," Mary obligingly assured him.—*Everybody's.*

First Struggling Poet: "Just think what a wonderful poet Poe was, and they say he sold 'The Raven' for $10.00."

Second Struggling Poet: "He wasn't a poet—he was a wizard of finance."—*Life.*

The National Exposition of Chemical Industries will be held at Grand Central Palace, New York City, during the week of September 20.

There will be exhibits of machinery, apparatus, and appliances of various kinds, and among these will be an exhibit of glass-enameled steel tanks manufactured by the Pfaudler Company.

The products of this company are used by some of the largest pharmaceutical and chemical houses of the country, including such well-known names as the American Sugar Refining Co., Johnson & Johnson, Pompeian Company, Centaur Co., Coca-Cola Co., Chas. E. Hires Co., S. S. Stafford, Watkins Medical Co., Kolynos Co., and Raleigh Medical Company.

The Pfaudler Company's main office and plant is in Rochester, N. Y., but the concern also has factories in London, England, and Berlin, Munich, and Schwetzingen, Germany. Branches in this country are located at New York, Detroit, Chicago, and San Francisco.

If you need tanks for mixing, sterilizing, filling or storage, that will be impervious to the action of chemicals, get in touch with the Pfaudler Company. The company's experience of over thirty years will be worth a great deal to you.

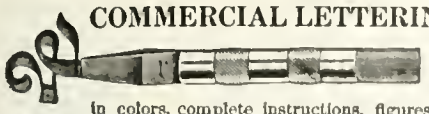
"Bah jove, I'm going into business. Made a beginning already, don't ye know."

"How's that?"

"Ordered my tailor to make me a business suit."—*Louisville Courier-Journal.*

Mother: "What! Fighting again? Such a black eye! If you'd only follow the lead of the ministers little boy—"

Tommy: "Aw, I did try ter follow his lead, but he led again wid his left an' dat's where he biffed me."—*Philadelphia Press.*



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DRUGGISTS' AND DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.—This book is 6x9¼ in size and contains 112 pages. It is a **practical treatise on Pen and Brush lettering,** illustrating a large variety of **practical Alphabets, Price Tickets, and Lettered Show Cards** especially adapted to the Drug Trade, Prepaid $1.00. Complete catalog of Lettering Supplies free.

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Its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

FILTER PAPER ALL KINDS FOR ALL PURPOSES

Essential Oils — Vanilla Beans

J. MANHEIMER 28 GOLD STREET **NEW YORK CITY**

A TEMPERANCE lecturer was describing to his audience how his life had been influenced by total abstinence, says the *American Wine Press.*

"You know," he said, "that I am now head of my business. Four years ago there were two men in our office who held positions above mine. One was dismissed through drunkenness; the other was led into crime and is now in prison, and all through that evil, drink, the invention of the wicked! Now, what I ask is," he cried, "what has raised me to my present high position?"

"Drink!" was the unexpected reply he received from a member of his audience.

KNICKER: Time brings strange changes.

Bocker: Yes, the boy whose mother can't make him wash his neck grows up to be a rich man who goes abroad for baths.—*Harper's Bazar.*

THE *Southwest Commercial Bulletin,* of Los Angeles, Cal., in lamenting the passing of the old-time apothecary shop waxes sarcastic and says:

It is respectfully suggested to the down-town drug stores of Los Angeles that they are overlooking an opportunity to increase their profits. As far as is known, not a single Los Angeles drug house now carries baled hay. This is a good profitable line and should not be overlooked by the ambitious drug men. Beyond this item there are no suggestions to be made. This is the one "bet" the drug men have overlooked. All of them now sell custard pie, Swiss cheese sandwiches and French pastry, while many do a brisk business in vegetable soup, fresh laid eggs, canned coffee and practically everything that the public eats, wears, washes with or thinks about.

In mentioning the merchandise sold by our modern drug stores, the statement that they carry some drugs should not be overlooked. Even the smaller drug stores carry drugs. Of course drugs are only a side line, but nearly every drug house has a few bottles containing colored liquids labeled with meaningless Latin names. These, however, never are permitted to interfere with the proper playing up of the soda water and cafe departments, or with the intelligent display of horse blankets, stationery, automobile accessories, vacuum cleaners and sporting goods

---

"ROEBOTTOM was a roofer. He was engaged on a Mickle Street house. One day, as he was lunching, he was heard to give a yell of pain.

"'What's the matter, Roebottom?' a carpenter asked.

"'I got a nail in my foot,' the roofer answered.

"'Well, why don't you pull it out?' said the carpenter.

"'What! In my dinner hour?' yelled Roebottom, reproachfully."—*Philadelphia Record.*

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

University of Illinois School of Pharmacy

CHICAGO COLLEGE OF PHARMACY

Fifty-sixth session begins September 21st, 1915. The course for the degree of Graduate in Pharmacy comprises two annual terms of thirty weeks each and requiring students' attendance on three days each week The course for the degree of Pharmaceutical Chemist comprises two annual terms of 36 weeks each and requiring the students' attendance on five days each week.

For announcement address

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"Well, he has a right to be. He was the first man arrested for intoxication in West Virginia after the State went dry."—*Raleigh Clarion.*

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Used for any skin disease. The action of Sal-Xzema is immediate, it stops itching, allays inflammation and heals with wonderful rapidity.

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Write for our liberal special offer.

H. E. PLUNKETT & CO., 313 E. Foster St., MELROSE, MASS.

HEELER BILL: "That plank was put inter the platform by our own bunch. We demanded it, see?"

Citizen: "Yes; I see. Sort of a gang plank."—*Cleveland Leader.*

CITIMAN: "Now that you're living in the country, don't you miss the early morning noise and bustle of the city?"

Subbubs: "I do if I miss the 6:54 train."—*New York Press.*

CARUSO'S SONG.

I maka da mon' like da horse he can run,
In da land of da Star Spangled Ban';
Da song what I sing bigga sallary bring
An' maka me one richa man.
Ease' he come, ease' he go; so da money I blow;
Pouf! Pouf! just throw him round loose;
I live mucha swell in da granda hotel,
But playa da poke'? Not Carus'!

Under Italy's sky one bigga castle I buy,
I eata da finest spaghett';
Vera grand do I lean in my big limousine,
Da King is no grander, you bet,
Whatever I got cost da bigga whole lot,
An' yet I not never go broke
As long as I say to myself every day:
"I never must playa da poke'!"

I gotta one frand in America land
He maka two, tree million dol';
But he start in to gamb'—like da little small lamb—
An' da money fade—tra la la lol'!
An' he tell me: "Carus' always say 'What's da use?
Or cracka da pleasanta joke;
For American man would skin Victor Emman'
If he got him to playa da poke'!"

So I spenda whole lot, but I always have got
A little small wad laid away;
For it may be da note dat come of my throat
Get stuck and no singa some day.
No tighta wad me; mucha coin I spend free;
But much in da banka I soak;
For I know that I must some sad day go bust
If ever I playa da poke'.

—*The Owl.*

BETTER TREATMENT FOR THE DEALER.—The ofttimes inadequate profit that dealers have been able to obtain from the sales of fine chocolates makes the announcement in this issue of The Janson Company, Inc., Baltimore, Md., of particular interest.

If it were not for the fact that the Janson organization is financially responsible and composed of men who have had long experience in the candy manufacturing business, the claims made in the announcement

NATIONAL BATH POWDER

"NOW MADE IN THE U. S. A."

An addition to the bath. It renders the hardest water soft. Imparts an exquisite and refreshing odor to the bath and surrounding atmosphere. It satisfies the discriminating class. For well-groomed people

Sold exclusively through the jobbing trade. Jobbing accounts solicited and protected in given territory.

A BIG SELLER. RETAILS 25c PACKAGE.

ADDRESS AT ONCE

NATIONAL BATH POWDER CO.,
FORT SMITH, ARKANSAS, U. S. A.

would sound extravagant, but as it is, it will be well worth every dealer's while to get in touch with this new concern.

The Janson Company not only promises to supply the trade with chocolates and bon-bons of superior quality, but it also undertakes to sell them at prices which will enable the dealer to make much larger profits. In addition to this double inducement the company announces that it will also pay the carrying charges on the goods.

This latter feature is one on which particular stress is laid, for in a way it is the key-note to the avowed policy of the company. It is done for the double purpose of giving the dealer such service as he has never received before and of insuring the absolute freshness and perfect condition of Janson Chocolates. The Janson method of doing business will obviate the danger of candies being spoiled by lying for days in dirty freight cars, and do it without throwing any additional expense on the dealer. All Janson chocolates will be shipped by fast express, with the charges prepaid.

There is another feature to this unusual service which is well worth considering. The dealer is never forced to make a large investment in order to insure having a complete stock on hand. Instead of waiting for weeks to replenish his stock, he can get needed goods within two days, for all orders will be packed and shipped the day received. This will also greatly reduce any danger of loss through spoilage of goods in the store. It practically brings the factory right to the dealer's door and insures him a fresh stock.

The Janson Company is only making a small line of high-grade package goods, but the numbers have been so carefully selected that the line covers every reasonable want in fine goods. The retail prices will be 80 cents and $1.00 per pound.

The factory is one of the largest in the country, and is equipped throughout with the most modern machinery and appliances. The company roasts, cleans and mills its own cocoa beans so as to be in position to guarantee the very finest chocolate that can be manufactured, and guarantees that only the highest grade materials that will pass the most stringent tests for purity will ever be used in the goods. Write to the company at 700 East Pratt Street, Baltimore, Md., for full particulars of this attractive proposition.

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MAKES CHEMICALLY PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour
Nickel-plated. - - - - - - $25.00

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Capacity One-half Gallon
Copper finish - - - - - - $15.00
Nickel finish - - - - - - $16.00

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"Yes," said the quiet little man in the corner, as the conversation turned to sport, "I've had a good deal of experience in running, cycling, etc."

"Ever had any luck?" asked an athletic-looking young man.

"Oh, yes; once took the gold cup for 10 miles running championship."

"Anything else?" sneered the other.

"At one meeting I took six cups—in fact, all the prizes that were offered."

"Now, look here, mister," said the athlete, "you can't expect me to believe that."

"It's a solemn fact, nevertheless," answered the little man. "You see, I'm a photographer."—*Detroit Tribune*

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$2.00 $4.00 $8.00 Per Doz.

Gastrogen Tablets
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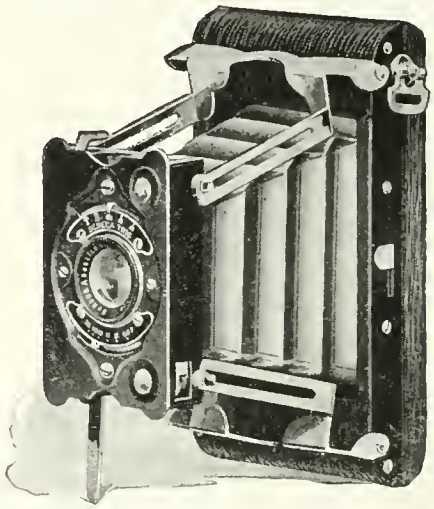
1 5/8 x 2 1/2 inches.



The illustration is just one-half actual size. This "Little Indian" is a real vest pocket Camera—slips into any man's vest pocket or woman's shopping bag. But best of all it's a real little picture getter. It has such a splendid lens and shutter equipment that although the pictures are small they are so clear and sharp that they tell the entire story. Then if you want any pictures enlarged, every detail is there.

VEST POCKET SENECA EQUIPMENT

Meniscus Achromatic Lens, -	$ 7.00
Rapid Rectilinear Lens -	8.50
Anastigmat Lens—Speed F 7.5	12.50
Anastigmat Lens—Speed F 6.3	22.50

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Order our famous $50 Assortment to-day. Take it out, look it over—on your shelves—and if it isn't all you expect and more send it back at our expense, and we will credit your account with the full amount. **Simply sign and mail the coupon.**

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( ) Send Catalogue and particulars about Vest Pocket Seneca; also dealers' ad.
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WANTED.—To hear from owner of good drug store for sale. Send cash price and full particulars. Address F. A. H., Bronson, Mich. 9

WANTED.—Situation as pharmacist by young woman. Am a graduate; registered in Ohio. Store and hospital experience. Address L. A. S., care BULLETIN OF PHARMACY. 9

WANTED.—To buy drug store in small city of 1500 to 4000 people. Must be a live one—Rexall preferred. In answering give details. Address V. G. R., care BULLETIN OF PHARMACY. 9

FOR SALE.—Rexall store in county-seat town of 5000 in Pennsylvania. Sales $15,000; inventory $7000; price $7000. Full price; a money-maker; one-half down. Address "Harmony," care BULLETIN OF PHARMACY. 9

WANTED.—A high-class salesman capable of placing our established line of superb package candies with one retail druggist in each town of his territory; express deliveries. Control of State with liberal commission arrangement will be given the man capable of taking care of this proposition. Address P. O., Box 1420, New Orleans. 9

FOR SALE.—Drug store of $3500 value, by assignee. Can be bought cheap. Prompt action necessary. John B. Shaw, Jamestown, N. Y. 9

FOR SALE.—Good paying Nyal drug store in inland town in heart of prosperous cattle- and sheep-raising and farming country, in Wyoming. Invoice $3000 Sales, $4500 yearly, mostly cash; can be increased to $6000 with little spare capital. No competition within 50 miles. Good proposition for doctor who wishes to own drug store, or for druggist to buy, then get doctor. Will bear close investigation. Address Wyoming, care BULLETIN OF PHARMACY. 9

FOR SALE.—Only drug store in town of 600. Excellent farming district. Clean stock; no liquor; no fountain Invoice about $2000. Address D. R. Pierce, Salem, Iowa. 9

FOR SALE.—Fine drug stock and fixtures and good building in an Iowa College town. Splendid opportunity. Write quick. A. M. Cloud, Manchester, Iowa. 9

WANTED.—Situation in drug store; have had 12 years' experience; am graduate of Purdue School of Pharmacy and registered. Can give satisfactory references. Address T. B. W., care BULLETIN OF PHARMACY. 9

FOR SALE.—Only drug store in town of 1200, eastern Pennsylvania. A. D. S., Vinol, and Penslar agencies. Address "Pestle," care BULLETIN OF PHARMACY. 9

WANTED.—To hear from owner of good drug store for sale State cash price, description. D. F. Bush, Minneapolis Minn. 9

FOR SALE.—A clean $2000 stock of drugs in a thriving village of 700. An extensive country patronage. Store new and modern and lighted with acetylene. Business established 31 years ago by present owner. Address A. R. Armstrong, Pine Bush, N. Y. 9

WANTED.—Situation in drug store. Have had four years' experience and can furnish good references. Address M. W. H., care BULLETIN OF PHARMACY. 8

WANTED.—Position in drug store. Am a graduate of Purdue University of Pharmacy. Have had 2½ years' drug-store experience; also hold a degree of Pharmaceutical Chemist. Best of references. Address A. L., care BULLETIN OF PHARMACY. 8

WANTED.—Location to open a new drug store or to buy some good store in an Indiana city from 1500 to 6000 inhabitants. Store having a soda fountain not wanted. Give full particulars in first letter. Indiana town only will be considered. Address, Roscoe Reid, care Kalamazoo Hospital, Kalamazoo, Mich. 8

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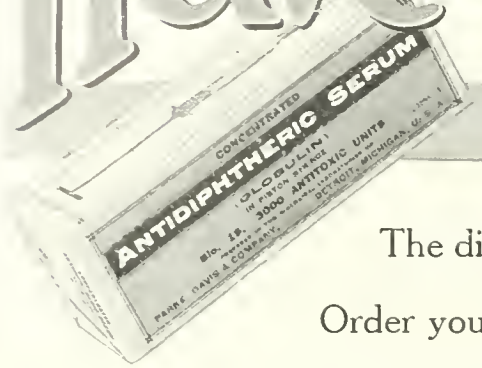

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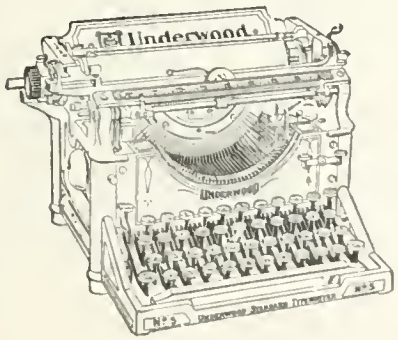

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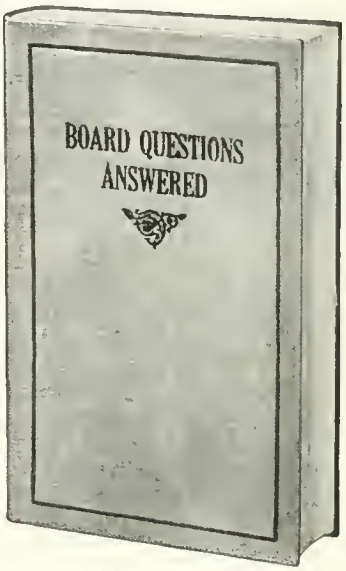

172 pages, bound substantially in cloth, $1.50.

We have been advertising this book now for several months, but we cannot help wondering if the readers of our announcements have thought we were praising the volume beyond its merits. Well, then, listen to what some of the editors of the pharmaceutical journals have been saying about the book:

The book consists of a series of examination papers set by boards of pharmacy in different States, with the correct answer appended to each question, forming a useful guide to the student who has to pass an examination, and giving him a good idea of the sort of questions he will be called upon to answer. We advise intending candidates to purchase a copy of "Board Questions Answered."—*Drug Topics.*

An examination of this little book will convince any pharmacy student that it will make a valuable addition to his library.—*The Drug Clerks' Journal.*

A carefully prepared manual, radically different from the usual cramming quiz compend. The usual short-cut answers so common in the ordinary quiz books are absent, and in their place is given, where necessity warrants, a long enough answer so that the reader may get a grasp of the subject matter itself. It provides in a way real knowledge instead of word formulas.—*N. A. R. D. Notes.*

Doubtless the editors do not exaggerate in stating that they have been led to compile these answers by a wide-spread information in available form. There is such a demand, and there will continue to be such a demand as long as pharmaceutical educators and board members follow divergent courses. These are the days of labor-saving, hence this book's value over the ordinary quiz compend as a step nearer to the very things that will be asked by the board.—*The Druggists Circular.*

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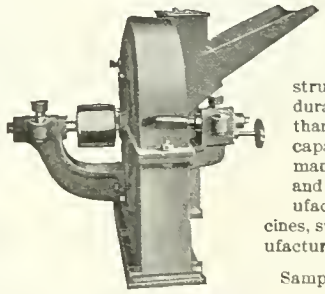

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